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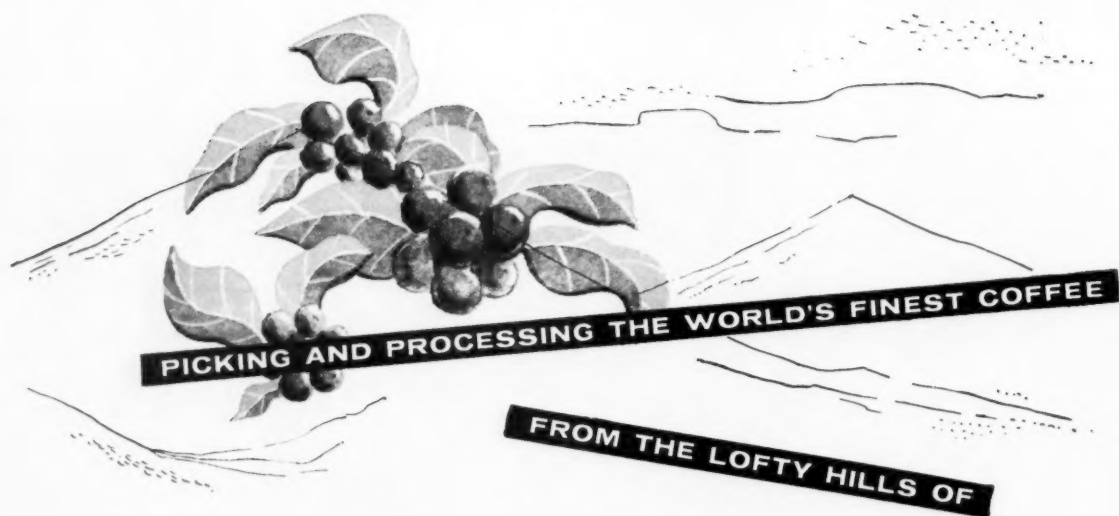
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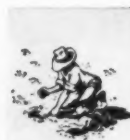
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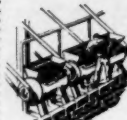
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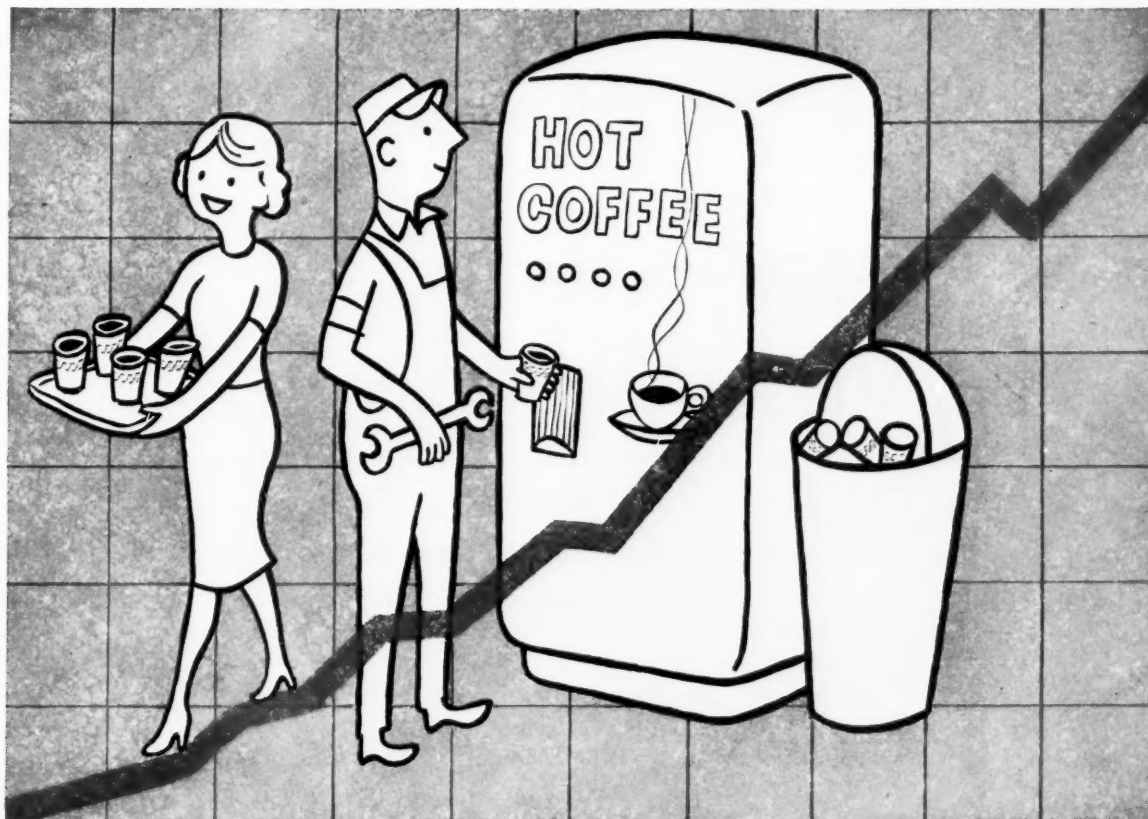
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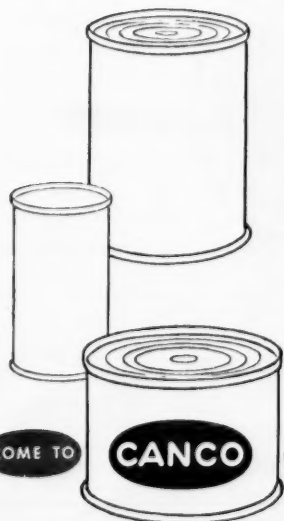
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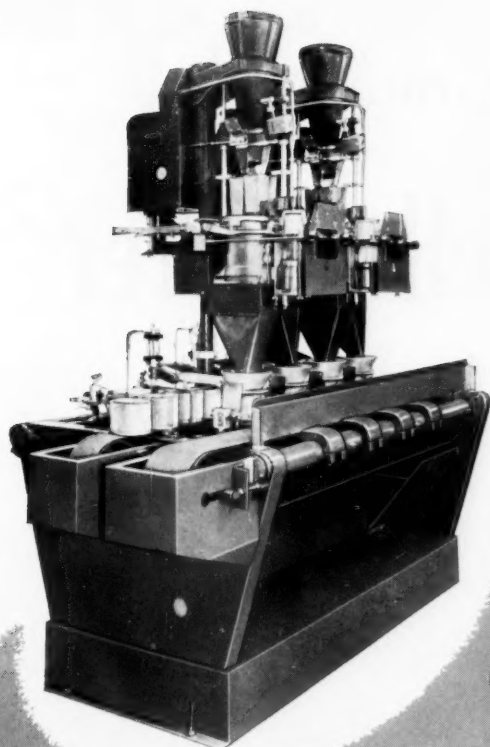
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OCTOBER, 1957

Formerly THE SPICE MILL



80th Year

OCTOBER 1957

Vol. 80, No. 10

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80th Year

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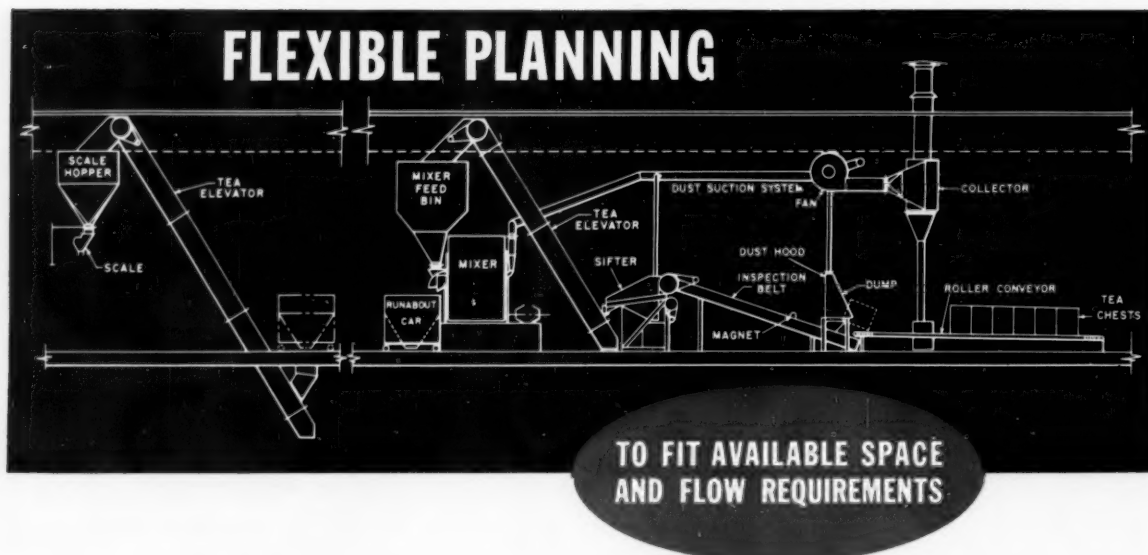
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COFFEE & TEA INDUSTRIES and The Flavor Field





Drying the coffee cherries in the sun.



Packing the coffee beans in bags.

## progress in Uganda coffee

By C. C. SPENCER, Chairman  
Uganda Coffee Industry Board

In the last 20 years, Uganda, which is still almost entirely an agricultural country, has witnessed a considerable growth in its coffee production. In 1935 it was primarily a cotton producing country, with lint exports averaging some 350,000 bales of 400 pounds net, while coffee exports totaled a mere 6,000 long tons of clean coffee. Today the level of cotton exports is approximately the same, whereas the exports of coffee for the year ending 30th October, 1955, totaled some 70,000 long tons.

The rate of increase in coffee production was slow during the first ten years, and it was not until 1946 that the crop reached 30,000 tons. Since then the postwar coffee boom has more than doubled the acreage under production, until the coffee industry has now become second only in importance to the cotton industry.

The vast bulk of the coffee production, as with cotton, is in the hands of a large number of African independent small farmers, farming small acreages of cotton, Robusta coffee and food crops. Estate production by Europeans is relatively small and contributes only about 6,000-9,000 tons per annum to the gross total of all coffees, including both Arabica and Robusta coffees.

Some 4,500 to 6,000 tons of Arabica coffees are produced on the slopes of Mount Elgon in the east of Uganda by members of an African Co-operative Union, while the main part of the balance of the total production comes in the form of Robusta coffee from the southern part of Uganda near the shores of Lake Victoria. While the production of Arabica from Mount Elgon, and of both Arabica and Robusta from estates run by Europeans, may expand slightly if prices do not decline very seriously, it is the small-farm

production of Robusta coffee from the south of the country which will determine the level of future exports.

In the year 1953-54, this latter production amounted to some 23,000 tons only, but in 1954-55 the yield exceeded 55,000 tons. The season 1955-56, which may fairly be said to be an average yield year, produced 45,000 tons.

This marked increase in the Robusta crop is mainly attributable to a poor season in 1953-54, and an exceptionally good season in 1954-55; but new trees coming into production also swelled the total. The wide and scattered nature of the small-farm producers of Robusta coffee make it extremely difficult to form any estimate of the acreage already in production and the new acreages likely to come into bearing in the next five years. But in the light of such information as is available, it seems likely that the production of Robusta coffees will, weather apart, expand steadily during the next few years until an average crop of some 70,000 tons has been reached.

Since 1943 the African producer has been guaranteed a fixed price for his coffee throughout each buying season. During the war years, and those immediately following, a substantial fund of £15,500,000 (\$43,400,000) was built up from accrued profits of controlled marketing; this is now used by the Uganda Coffee Industry Board to underwrite the fixed price, which is still guaranteed to African producers throughout each buying season. It thus cushions the grower against sudden declines in world market prices.

In the financial year 1954-55, £4,500,000 (\$12,600,000) was expended from the fund to support prices which had

(Continued on page 54)

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# manufacturing soluble coffee

How much does it cost to build a soluble coffee plant?

This review of plant techniques and production costs

may help you figure your answer to this continuing problem.

By WALTER L. HARDY, Director of Engineering  
Foster D. Snell, Inc.

The last decade has shown enormous increases in the popularity of soluble coffee, brought about by economy-minded housewives attracted by its convenience and decreased wastage.

Although instant coffee has been an established food item for many years, improvements in soluble coffee manufacturing techniques are resulting in coffees which approximate the brewed product in body and flavor. Continuous studies by the industry will ultimately result in a soluble coffee which will be more acceptable to the consumer because of its many advantages.

Year	% of Coffee Imports Consumed as Instant Coffee
1947 - 1948	12
1948 - 1949	17
1949 - 1950	16
1950 - 1951	20
1951 - 1952	24
1952 - 1953	25
1953 - 1954	26
1954 - 1955	30
1955 - 1956 (Est.)	36

A growing percentage of all coffee imported into the United States is being converted to the soluble product. The figures in the accompanying table show significant increases. This trend will undoubtedly increase as time goes by.

Soluble coffee is manufactured by extracting the soluble portion of the ground roasted coffee bean with water and drying the resulting solution. A soluble coffee plant may be divided into two important parts. These are the extraction section and the dryer. The proper design and operation of the equipment in these sections will determine the success or failure of the entire process.

All soluble coffee plants operate in essentially the same manner. The roasted ground coffee bean is measured into extracting equipment. Water is treated to remove excess hardness, heated, and passed through the ground coffee. Extraction is generally countercurrent, (see Figure 1) with the sweet water acting on the nearly exhausted grounds while the richest extract leaches the fresh coffee.

## Countercurrent extraction

The rich extract, which may contain from 30% to 40% solids, may be clarified by filtration or in a centrifuge, and then dried.

The countercurrent extraction battery is the most widely used equipment for the production of coffee extract. Although many different modifications exist, the extraction battery generally consists of six or more vertical cylindrical extractors or "percolators" connected in series. Smaller units are made with a top opening into which the coffee is charged. The entire tank may be pivoted to discharge exhausted grounds. Large percolators are generally fitted with both top and bottom covers and discharge exhausted grounds at the bottom. The interconnecting piping is so arranged that the fluid will pass through each of the several extractors in turn.

In a countercurrent battery, fresh water is used to extract the most nearly exhausted grounds. The weak extract then enters the next extractor, which contains richer grounds, until in the last percolator an extract containing perhaps 25% of solubles passes through fresh coffee. When the grounds in the first tank become completely ex-

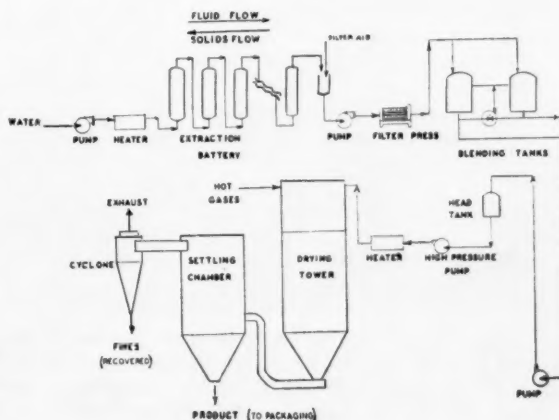
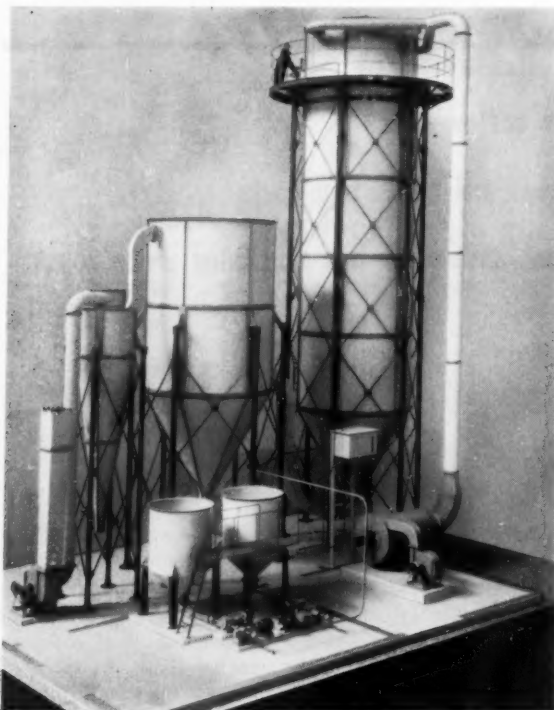


Figure 1. Soluble coffee flow diagram.



## Manufacturing soluble coffee: More yield . . . spray drying



A model of a Snell packaged unit spray dryer.

hausted, they are dumped and replaced by fresh coffee. The first extractor then becomes the last in the series and receives 25% extract from the percolator which had previously been last.

### The hydrolysis process

Where an increased yield of solubles is desired, it is customary to resort to an additional high pressure, high temperature treatment of the spent grounds. This process, called "hydrolysis," has become general practice in the industry. Hydrolysis may be effected in the extraction battery following extraction and before dumping the wet grounds; in a separate high pressure autoclave; or at the same time as extraction by operating the extraction battery under high temperature and pressure conditions.

All three methods have been used. The selection of an approximate method will involve a careful consideration of economic factors as well as effect on product quality. Some attention has been given to hydrolysis using chemical means. The hydrolyzing agent may consist of dilute mineral acids, either hydrochloric or sulfuric acid. The advantage claimed for acid hydrolysis is based on the improved yields of essentially tasteless solids obtained, in contrast with the highly caramelized flavor of the added soluble solids obtained by high temperature methods.

The acid remaining in the hydrolyzed portion of the extract must be removed. This can be done either by use of special ion-exchange resins, or by insolubilizing the sulfuric acid by the addition of limestone. The latter method at the same time effects neutralization of the sul-

furic acid and removes the reaction products in the form of insoluble calcium sulfate, which is separated by filtration.

Where hydrolysis is to be performed in the extraction battery, the percolators must be made to withstand operating pressures of 100 pounds per square inch gauge, or more.

A new extraction process utilizes a continuous mechanical extractor. This unit consists of a series of chambers, each of which is fitted with slow-moving lifter blades. Coffee is introduced at one end of the unit and water at the other. The coffee is transformed slowly from chamber to chamber countercurrent to the flow of fluid. Since this machine is not adaptable to pressure operation, hydrolysis must be effected in a separate vessel.

Clarified coffee extract has been dried commercially in vacuum tray and drum dryers, and under a very high vacuum, on a continuous belt. However, spray drying is by far the most widely used method for drying soluble coffee.

Spray dryers are essentially large chambers into which the coffee extract is sprayed. Hot gases in the drying chamber evaporate the water from the individual droplets, leaving the dried product in the form of hollow beads.

### Spray drying

The extract may be atomized in a pressure nozzle or by dispersion from a rapidly revolving disc. Both types of atomization are used in soluble coffee processing. In general, however, the pressure nozzle is preferable. The centrifugal disc produces a very fine droplet which is more likely to dry to a powder than to the highly desirable "bead" form.

Spray dryers are manufactured for countercurrent operation in which the flow of hot air is in the opposite direction from that of the drying droplets, and for co-

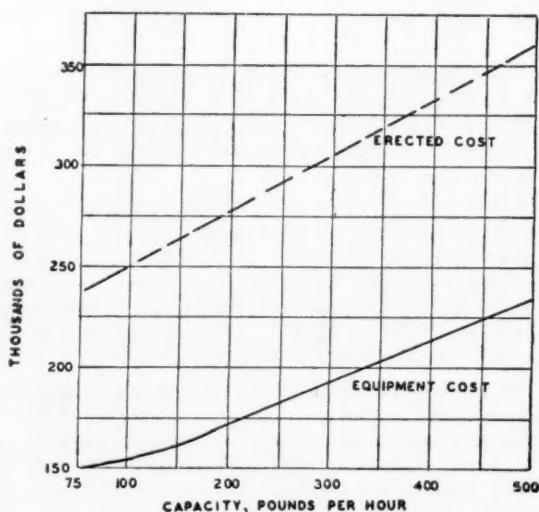


Figure 2. Cost of soluble coffee plants.



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Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

## Manufacturing soluble coffee: plant production costs

### SOLUBLE COFFEE PLANT: ESTIMATED PRODUCTION COST

Basis: 24-hour operation 260 days/year 400 pounds of product/hour	
Labor, excluding maintenance labor	Per Day
Unskilled	
48 man hours @ \$1.60 .....	\$ 76.80
Semiskilled	
48 man hours @ \$2.10 .....	100.80
Supervision	
24 man hours @ \$3.00 .....	72.00
Reserve, at 20% .....	49.92
Total labor .....	\$299.52
Utilities	
Gas (1000 B. t. u./std. cu. ft.) 35,000 std. cu. ft. @ \$1.00/1000 std. cu. ft. ....	\$ 35.00
Power, 1020 KWH; @ New York industrial rates .....	33.90
Steam, 12,000 lb., max.-including wash down @ \$1.25/1000 lb. ....	15.00
Total utilities .....	\$ 83.90
Maintenance cost, including maintenance labor At 5% 1 yr. of total erected cost (assumed to be \$333,000 exclusive of building) .....	\$ 64.00
Depreciation	
To cover equipment deterioration and product and process obsolescence at 10% of total erected cost .....	\$128.00
Spent grounds disposal, by hauling to dump At New York rates of \$1.50/cu. yd. about 40 cu. yd./day .....	\$ 60.00
Other	
To cover taxes, insurance, share of administrative expenses, etc., @ 3% of erected plant cost .....	\$ 38.40
Total daily processing cost .....	\$673.82
Processing cost/pound of product .....	\$ 0.070

current operation in which the drying droplets and the air move in the same direction.

In the co-current dryer the wet droplet is exposed to the hottest air while the dried product passes through the cooler portion of the dryer. This is important, since excessive caramelization will result from overheating the coffee.

Several of the pioneer soluble coffee manufacturers have used spray dryers designed for the production of milk powders. Although these have produced a salable product, there has been considerable development in coffee spray dryer thinking within the past decade. Today at least five manufacturers offer dryers to the industry, while some soluble coffee houses have designed and erected their own units.

Why does the consumer buy instant coffee? Is it flavor preference, price or convenience? It is impossible, barring a consumer market study, to assign numerical ratings to these and other factors which are influencing the instant coffee market. The market for instant coffee is an expanding one. On that statement there is no question.

### Cost of soluble coffee plants

The cost of soluble coffee equipment and erected plant costs are shown in Figure 2.

These costs do not include the cost of coffee roasting and grinding equipment or the cost of sources of the relatively small amounts of steam and air required to make instant coffee. The erected plant cost includes the cost of erection and assembly, equipment foundations, structural supports and building modifications, but not the cost of the building itself. Most soluble coffee plants are erected by established roasters and are integrated in an existing plant. When this is not the case, it is not difficult to supplement the costs obtained from Figure 2 to suit any condition.

A soluble coffee plant will include the following equipment.

- Ground coffee scale
- Conveyor to extractors
- Extraction battery (percolators)
- Clarifying equipment (filter press or centrifuge)
- Water feed pump
- Water preheater
- Feed water treatment (ion exchangers)
- Blending and intermediate tanks
- Spray dryer
- Interconnecting piping
- Instrumentation
- Spent ground disposal conveyor.

The cost of producing soluble coffee is independent of frequent fluctuations in the price of green coffee and represents only a small fraction of the cost of the final product. This cost is demonstrated by the accompanying cost analysis of a plant producing 400 pounds per hour of soluble coffee.

Figure 3 shows processing costs per pound of different capacities. These costs do not include the cost of packaging materials. Nor do they cover the cost of advertising and distribution. To estimate the cost of the soluble coffee produced in bulk, it is only necessary to add the factory cost of the roasted and ground coffee to the processing cost.

Assuming an average 30% yield based on the ground bean, 3.3 pounds of roasted coffee will be used per pound of soluble product.

### Postwar convenience

Many items of convenience have shown spectacular rises since the last war. For example, frozen orange juice sales have soared from 500,000 gallons in 1947 to over 50,000,000 gallons in 1954. In the same period, frozen strawberries have doubled in sales, frozen meat has tripled, and frozen broccoli has quadrupled—to mention but a few items in the frozen food line. In the case of prepared baby foods, consumption has increased from 13



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No matter what private label brand you may now be using, it will pay you to test East Coast in comparison with it. Even coffees selling at a much higher price. For it's an

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## Manufacturing soluble coffee: market growth . . . aroma

pounds per capita of the under three age group to 53 pounds in 1954. One brand of precooked and frozen chicken or turkey pie has increased its sales from 26% to 36.7% in the last twelve months.

These examples have been cited to draw an obvious parallel to the case of instant coffee. Consumption of instant coffee has increased as shown in a previous table. We believe this expanding demand for instant coffee is principally generated by its "convenience" in preparation. It is used by the housewife for those additional cups of coffee during the day, by workers for the between-meal snack, by the military services, institutions, etc. To some extent, this spectacular growth in use of instant coffee has not been entirely at the expense of regular coffee, but partly as an addition to regular coffee sales. We anticipate increased consumption of instant coffee based on the "convenience" factor. We also anticipate a greatly increased consumption of instant coffee, at greater expense of regular coffee, when the flavor and aroma of instant approaches that of the regular product.

Although major improvements have been made in flavor qualities, soluble coffee has generally been regarded as lacking the aroma of freshly-brewed coffee. The increasing consumer acceptance of soluble coffee is rather curious when considered in the light of this recognized deficiency, and can best be explained by the growing importance of the convenience factor, which has led to a "double standard" of coffee flavor.

To the extent that the freshly-brewed coffee flavor is of importance to the consumer, the proportion of the coffee market which can be captured by soluble coffee will be limited. Hence the bridging of the gap between the flavor qualities of the two products is a subject of continuing study. An indication of the importance of coffee aroma is the substantial investment in research expended in retaining the fugitive aromatic principles in roasted ground coffee.

### No aroma from green coffee

Green coffee has none of the odoriferous characteristics of roasted coffee. Therefore, the heat of roasting produces oxidative changes as well as intermolecular reactions which develop the flavor and aroma of the roasted coffee. These changes take place within a period of from 15 to 20 minutes during roasting. It is easy to understand that even after the heat of roasting is removed and the coffee cooled to ordinary atmospheric temperatures that some of the flavor principles will continue to combine with oxygen when oxygen comes in contact with them. That is why the unground roasted coffee bean retains its aroma and flavor so much longer before it is ground.

### Consumer demands aroma

Coffee first frozen with liquid nitrogen and ground will retain its fresh aroma indefinitely. No oxidation can take place at this low temperature or in the protective environment provided by the nitrogen. Even after the coffee warms up it still retains its original aroma as long

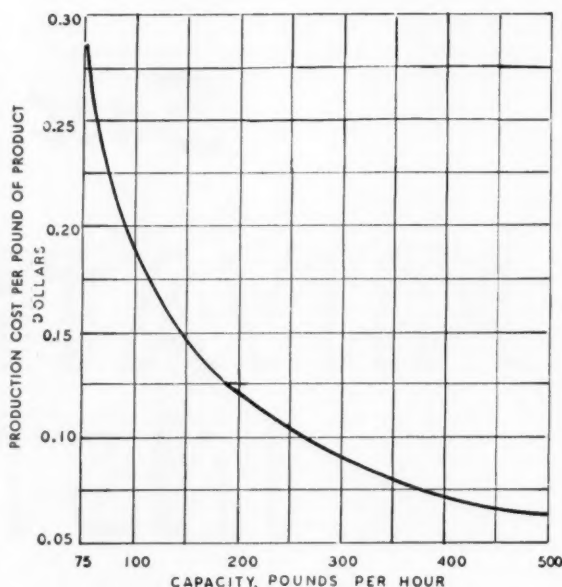


Figure 3: Soluble coffee production costs, excluding raw coffee and packaging costs.

as it has the protection of the nitrogen. Some of these substances are very volatile and escape in the vapors which rise from a cup of coffee. The housewife knows that the first portion of the roasted coffee in the freshly opened can is far better than the last portion. So it is primarily aroma that the customer wants when he buys a pound of coffee.

### Forewarned is forearmed

While the processing of soluble coffee seems simple, we caution anyone planning to install a plant to seek the assistance of a firm or individual with positive "know-how" and experience in this field. Many plants have been installed which have required costly changes during start-up and which have essentially wasted thousands of dollars worth of roasted coffee during the same period. Many of the producers have suffered losses for months with spray drying problems. All of these expensive losses could have been avoided if a consultant engineering firm or individual had been retained for the design, start-up and initial operation of the plant. In many instances the fee for such expert services would have been less than the losses sustained from one week of improper operation.

### How is Europe's coffee?

What is a cup of coffee like in Europe?

Here are the opinions of one man, Cyril Palmer, fresh from a tour, as published in *Coffee Trade News*, London:

"In France it was tepid, thick and heavy; in Belgium it was just a little better; in Germany it was quite good; in Austria it was unpalatable, and in Italy only the espresso type satisfied. Switzerland proved to be the exception; here we had a good, enjoyable liquor."

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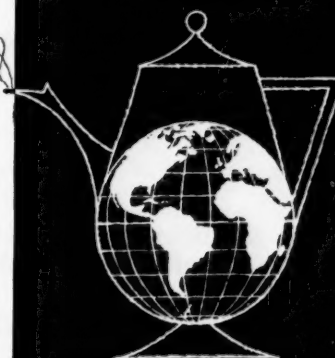
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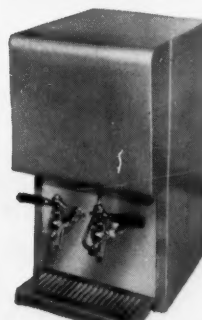
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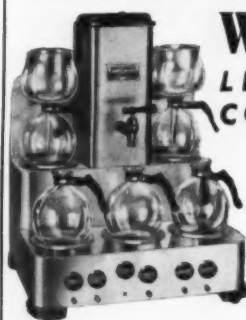
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### Harrison Coffee sees building program completed by November

Expansion of the Harrison Coffee Corp.'s plant at Paterson, N. J., is running on schedule, president George Harrison reports. New building is expected to be completed by November, and the new facilities in full operation by December.

The additional space inter-connects with the present building and makes possible the operation of two plants as independent manufacturing units, each with its own roasting, extraction, dehydration, packaging, storage and shipping facilities. The operating area is on one floor, with ceiling heights ranging to 42 feet.

Streamlined design and advanced techniques, the result of 21 years' experience in soluble coffee production, will permit valuable processing economies, the company stated.

The new spray dryer has a total overall height of 92 ft. and a 15 ft. 3 in. cylinder diameter, designed to evaporate 1,500 lbs. of moisture per hour.

Dehydration features include a novel air circulating system, flexible inlet heat zones, automatically controlled outlet temperatures and important powder collection changes for highest degree of particle uniformity.

Twelve new extractors, 24 ft. high, will produce the required solids in concentrate form the extraction and liquid storage system is designed specifically for the needs of coffee trade service. The height of the 12 extractors will permit their being set up in three banks, so that with present extraction facilities, it will be possible to extract and isolate four different blends for as many individual customers' requirements at the same time.

A new roasting plant of three four-bag roasters will be added to supply the coffee volume. This will bring the total roasting units to five in two adjacent but separated roasting plants.

Two modern boilers, each rated 350 HP and 250 PSI, will alternately furnish steam, with a capacity in excess of the total requirement.

Packaging facilities are continuously being extended and new equipment will adequately handle the output of the two plants. Nitrogen packing is featured with the new equipment and will ultimately be included in present units.

Extensive laboratory and pilot plant facilities for research in blends, extraction and flavor retention are included.

Based on an operation of 300 working days per year, the total expanded Harrison plant could account for 5,500,000 lbs. of coffee powder annually, or say 1,834,000 cases of 24/2 oz., it was reported.

### Personalized coffee cups

#### attract truck drivers

Individual coffee cups appropriately decorated to suit each user are featured by Ernie Smith's Hill Top Cafe, Cle Elum, Wash., reports Restaurant Management.

Truck drivers are important customers there, and seem to like the personalized service, as indicated by repeated stops on their trips.

Illustrations on the cups range from a map of Idaho to Donald Duck.



## **Solubles**

### **Two groups in Costa Rica plan instant coffee factories**

Two groups in Costa Rica are planning to set up instant coffee plants.

According to a FEDECAME report, one will be known as Cafe Presto, S. A. This firm will aim mostly at the domestic market, which normally takes about 15% of the country's production. Any instant coffee excess, it was stated, will be exported.

The initial capital is 1,500,000 colones (about 6.63 colones equals \$1.00).

USDA's Foreign Crops and Markets also reports that one of the proposed companies is principally interested in exporting soluble coffee to the United States. This company hopes to produce approximately 20,000 pounds of soluble coffee a day.

The second group planning to establish a local soluble coffee plant hopes to produce about 2,200 pounds of soluble coffee a day, according to USDA. They estimate that this would amount to about 70% of the present annual rate of domestic coffee consumption in terms of cups of coffee.

It has been pointed out by the latter group that less coffee in the bean form is needed to make soluble coffee, and that if soluble coffee replaced ground coffee for home consumption a substantial amount in bean form would be released for export.

### **Toronto firm to produce instant coffee for Canadian market**

Formation of the Sandra Instant Coffee Co. in Toronto will mark the start of a new Canadian industry to produce blends of pure instant coffee and decaffeinated instant coffee solely for the Canadian market, Paul Higgins, president and general manager of Mother Parker's Tea & Coffee Co., reports from that city.

Sandra, the first all-Canadian company to produce private label instant coffee, will process and package for food chains, coffee companies, wholesalers and vending machine operators throughout Canada.

The plant will be built in Toronto.

Instant coffee now amounts to about 30 per cent of the coffee consumed in Canada, with a large proportion being imported in processed form, Mr. Higgins said.

### **Named assistant product manager of Borden's Instant Coffee**

Appointment of Harry W. Meicke as assistant product manager of Borden's Instant Coffee has been announced by Sam Thompson, a vice president of the Borden Food Products Co.

Mr. Meicke joined Borden's in 1939 and held various sales and sales management positions.

OCTOBER, 1957

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# the chemistry of coffee

By DR. ERNEST E. LOCKHART, Scientific Director  
Coffee Brewing Institute, Inc.

*This article is the most complete summary on the subject to appear in many years. It is, moreover, not only comprehensive, but up-to-date. It even indicates things about the chemistry of coffee which we don't know yet, not until they are determined by research.*

*The article summarizes the chemistry of coffee in three main areas—green coffee, roasting and the beverage.*

*Dr. Lockhart's paper was presented at a symposium, "Chemistry of Natural Food Flavors", sponsored by the National Research Council of the National Academy of Sciences for the Quartermaster Food and Container Institute for the Armed Forces and the Pioneering Research Division, Quartermaster Research and Engineering Center.*

## Part 2

It is clear that a vast amount of work still remains to be done to enlarge upon and clarify the picture of green coffee decomposition during roasting. The effect of time and temperature of roasting on trigonelline (Figure 2) by Hughes and Smith (11) is a fine example of what can and should be done for every component found in green coffee.

Perhaps a knowledge of what happens to the components of green coffee during roasting is of somewhat less importance than a knowledge of chemical constituents retained by roasted coffee. In particular, those constituents that actually contribute to the taste and aroma of coffee beverage must be isolated and identified. Numerous studies on isolation and identification of constituents in roasted coffee have made their appearance during the past century. Little attention has been given to the quantitative aspects of constituent generation or retention and even less to concentrations available in terms of taste and olfactory stimulation.

Several good reviews on the constituents of roasted coffee have been written within the past ten years (11, 21, 22, 34). Extensive use is made of them in this one. Representatives of many different classes of organic materials have been identified. Some are simple aliphatic and aromatic compounds; others are complex and contain nitrogen and sulfur.

The major components, the unchanged protein, fat, carbohydrate, caffeine, trigonelline, chlorogenic acid, and tannin already have been mentioned. The term—"unchanged"—is used with understandable reservation. In all, 17 amino acids have been reported. Non-volatile acids such as acetic, pyruvic, caffeic, chlorogenic, oxalic, malic citric, and tartaric were identified and measured quantitatively (17). In a continuation of this work, in which partition chromatography has been a very powerful analytical tool, a number of compounds that will undoubtedly join these are await-

ing identification. Most of the vitamins escape complete destruction, while one of them, niacin, enjoys the unusual circumstance of increasing in concentration as the temperature of roasting increase (39).

With few exceptions, all of these are non-volatile and were isolated from or measured directly in extracts. Chemists have been much more concerned with the volatile constituents in an effort to discover the dominant factors in coffee aroma. Some of them have worked with condensates of roaster gases with little success. However, this work was done more than 50 years ago. If an attack on roaster condensates were made today with techniques now available, there is no doubt that it would be significantly fruitful.

The best qualitative results have been obtained by dry vacuum distillation. The volatile distillate was collected in a series of traps cooled in stages down to the temperature of liquid air. Further purification gave a very unstable oil which on dilution smelled strongly of coffee. This concentrate was a complex mixture from which more than 70 pure compounds were isolated and identified. Even this impressive figure does not include all of the compounds present. The search still goes on. A partial list of constituents sufficiently volatile to be identified in condensates and distillates is given in Table 6.

A most remarkable situation has developed from this combined extensive examination of coffee aroma. There is no single chemical component that can be held responsible for what every coffee drinker recognizes as coffee aroma. One of the striking facts that differentiates the coffee complex from that developed in roasted chicory, wheat, rye, barley or other plant materials that have been used unsuccessfully as substitutes for coffee is the presence of sul-

Table 6. Volatile components in coffee aroma

Formic acid	Phenol
Acetic acid	Resorcinol
Methyl ethyl acetic acid	Cresols
M-Valeric acid	Ammonia
Iso-valeric acids	Methyl amine
Higher fatty acids	Trimethylamine
Ethyl alcohol	Pyrrrole
Acetyl methyl carbinoi	N-methyl pyrrole
Furfuryl alcohol	Pyridine and homologues
Acetaldehyde	Pyrazine
Methyl ethyl acetaldehyde	Guaiacol
Furfural	p-Vinyl guaiacol
Acetone	Eugenol
Diethyl ketone	Hydrogen sulfide
Diacetyl	Methyl mercaptan
Acetyl propionyl	Dimethyl sulfide
Hydroquinone	Furfuryl mercaptan
Esters	Furane
Furfuryl formate	Sylvestrine
Furfuryl acetate	Vanillone
Methyl alcohol	n-Heptacosane
2,3-Dioxyacetophenone	

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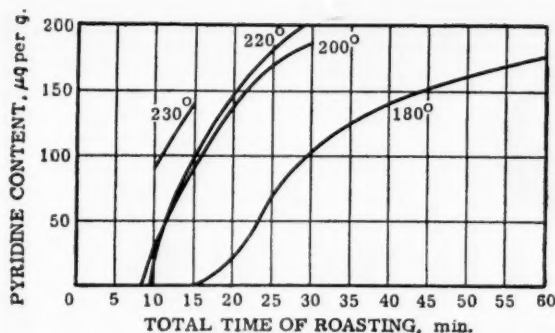


Figure 3. Increase in pyridine content during roasting.

fur compounds in coffee. A great deal of enthusiasm arose when the mercaptans, furfuryl mercaptan in particular, were identified. Although mercaptans as a class are considered to be extremely offensive, at dilutions of a few parts per million or billion they take on an entirely different character. When furfuryl mercaptan is so diluted, it is generally conceded to have an odor reminiscent of coffee. However, under no known conditions that have been devised to date can it be made to serve by itself as coffee aroma.

In another experiment (22), an oily distillate from coffee was treated to remove pyridine. The resultant complex did not have a true coffee aroma. When pyridine was added back to the complex, an aroma more nearly like coffee was produced. This experiment, so far as is known, has not been repeated nor has the result been confirmed. However, it brings out an important aspect of flavor analysis. It is almost impossible to predict what the addition of one aromatic to another or to a complex will yield. Blending, masking and enhancement of odors and tastes are still mysterious operations. Information about them generally is obtained by trial-and-error and through experience.

Two other components that may play an effective role in coffee aroma are diacetyl and acetyl methyl carbinol. Although the odor of neither of these compounds resembles that of coffee, they are present in sufficient quantities to add notes to the complex. Their true odor may be lost in the complex but nevertheless contribute to it.

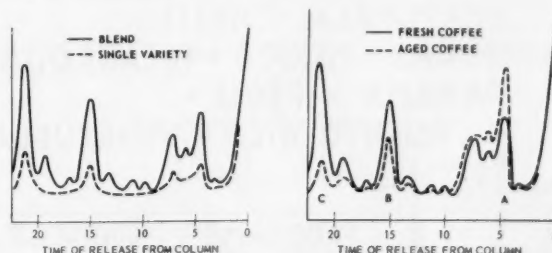
Many of the other constituents, such as the simple ketones, acids, aldehydes, alcohols, and esters, are relatively poor odorants. This statement is made on an intuitive basis because the literature contains practically nothing on olfactory thresholds. However, it is quite possible that the additive effects of small quantities of these constituents may be sufficient to produce an effect. The measurement of olfactory thresholds and of changes in olfactory effect resulting from the mixture of two or more chemical compounds makes up an area of study which, fundamentally, would provide information useful to all food flavorists. It is of great importance to the coffee industry because of an apparent complete absence of a single dominant aromatic component or even two or three components that can produce a desirable or acceptable sensation. Studies of this kind would be extremely useful to manufacturers of regular coffee for brewing, because they would lead to an efficient saving and protection of flavor produced and initially present in roasted coffee. Work in this field might solve some of the problems facing manufacturers of soluble coffee, because only by reintroduction of the aroma lost dur-

ing processing can a truly quality product be presented to the consumer.

Although much effort has been expended in identifying the aromatics present in roasted coffee, little has been done to find out at what rates they develop in or disappear from roasted coffee. The only results of basic value that have been published come from work of Hughes and Smith (11). They have shown (Figure 3) that for times and temperatures associated with normal processing the pyridine content of coffee will increase. The times are not long enough nor the temperatures high enough to produce a maximum followed by a decline. Formation of pyridine parallels trigonelline decomposition. In further work in which, unfortunately, analytical results were related to percentage weight loss of roasted coffee, the furfural content was shown to be already at a maximum when the coffee weight was reduced by 12%. From this maximum, there was a rapid reduction as the roasting loss reached 18%. Aldehydes are produced only slowly as roasting loss increases to 12%, but thereafter the rate accelerates, with no indication that it will reach a maximum and decrease within normal range of roasting conditions. Diacetyl and acetyl methyl carbinol were found in approximately equal amounts and, excluding over-roasted coffee, the total amounts were independent of the extent of roasting. Since it can be inferred that both of these compounds are continually being formed during roasting, they must be undergoing further transformation at approximately the same rate. The acetone content increased as roasting proceeded. Here again there was no evidence that a maximum had been reached and that the acetone content would decrease either through volatilization or decomposition. The same was found for volatile phenols; there was an accelerated rate of formation with no evidence of a maximum value within the normal roasting range.

These results, which were reported in 1949, represent a major contribution to the pool of coffee information. They stand out as a dramatic emphasis of how little has been done and how much there is to do.

A new attack on the chemistry of coffee aroma recently has been initiated. The work was started only because a new analytical tool, ideally applicable to all types of problems involving micro-concentrations of odorants, has made its appearance. Vapor chromatography, or fractometry, is now recognized as a technique that will open the doors of many flavor problems. Simple in principle and in use, it will permit concentration of mixtures, such as coffee aroma, both qualitative and quantitative separation, and identification of individual components, and finally concentration of separated fractions. Only a few of the preliminary results need be presented at this time to show the potential of vapor fractometry. In Figure 4 will be seen a typical



Vapor phase chromatography of coffee. Figure 4 (left) blend vs. single variety. Figure 5 (right) fresh vs. aged coffee.



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fractionation of very small samples pulled by vacuum from two coffees, the one a single variety and the other a blend. It is certain from what was said previously about the number of compounds already identified in coffee that the whole picture of the aroma is not visible. However, it is apparent that these two aromas differ not only in complexity but also in quantitative aspects. With refinement there is no doubt but that this technique could be used to assist in the blending of green coffees for development of new flavors, for the control of roasting, for the attainment of constant flavor, and for the measurement of the progress of staling in relation to packaging and shelf-life.

A first look at freshness through the eyes of the fractometer is presented in Figure 5. Here are the analyses of the aroma from two samples of the same coffee taken 66 hours apart. Although the qualitative features of the fractionation have not changed significantly, there are differences in concentrations. Note the general decrease in the heights of peaks at B and C, indicating loss probably because of volatility but, in particular, the increase at A in one of the more volatile components. Finally, Figure 6 shows progress toward identification. The fractometric characteristics of acetaldehyde and acetone agree well with those of two components of the coffee complex. Because identification of components is most easily accomplished if knowledge of what may be present is at hand, the patient and painstaking efforts of the many chemists who already have made important contributions will make future progress with the fractometer rapid and productive.

Gone are the days when green beans were roasted in the home, ground, and used within a short time after preparation. Now the time interval between preparation and use is more likely to be weeks or months. The roasted beans, whether whole or ground, packaged in paper bags or in vacuum cans, undergo changes that lead to deterioration and unacceptability. Attempts to understand and prevent these changes have led to packaging in cans under vacuum or under pressure. The search for better flexible packaging materials still continues.

There are several aspects to this problem. The scientists who have studied it seem to agree that the main factors are loss of freshness, staling and rancidification. Freshness is said (33) to involve a volatilization and sweeping out of aromatic components by gases formed during roasting. These have been estimated (32) to consist of carbon dioxide, 90-95%, and carbon monoxide, 5-10%. Whether the carbon dioxide is held in the cells of roasted coffee under high pressures, reported (32) to range from 110 to 170 pounds per square inch, or held in chemical combination and released by the action of moisture as has been suggested (6), is beside the point at the moment. The fact is that carbon dioxide and other gases are given up slowly by roasted whole coffee, more rapidly by ground coffee, and extremely rapidly if the ground material comes in contact with water. Volatilization must occur, because coffee exposed to the air gives off a powerful aroma. The effect of mechanical sweeping by carbon dioxide is doubtful. In fact, even sweeping freshly ground coffee with dry nitrogen for long periods of time did not affect the aroma appreciably (38). The only direct measurements that have been made on aged coffee (11) indicate that no loss of pyridine occurred within seven months, no loss of furfural within six weeks, a slight loss of aldehydes, acetone and phenols within six weeks, a moderate loss of diacetyl and

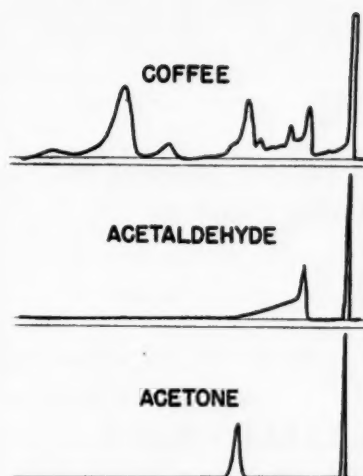


Figure 6. Comparison of fractometric characteristics of acetaldehyde and acetone with those of two coffee complex components.

acetyl methyl carbinol within two months, a conversion of diacetyl to acetyl methyl carbinol and a rapid loss of hydrogen sulfide. A decrease in freshness is probably due to volatilization.

Staleness seems to be caused by oxidation of aroma components with the development of nonaromatic oxidation products. This occurs very slowly at first because of a protective action of carbon dioxide. As the carbon dioxide content of the roasted coffee decreases, there is an increasing opportunity for oxygen to attack the aromatics. Noticeable staleness is detected after about ten days and is quite apparent after three weeks. Prescott and his co-workers (29) found no evidence that would associate decomposition of coffee oil with staling.

Rancidity, a flavor phenomenon resulting from an interaction between coffee oil and oxygen, develops extremely slowly. The stability of coffee oil is increased by roasting (8). This probably is due to the formation of heterocyclic imino compounds, some of which have been shown to be anti-oxidants. The oxygen absorption induction period of the oil was found (7) to be a reliable measure of its tendency to go rancid, and is substantially constant for 13 weeks after roasting, whether coffee is stored in air or in vacuum. Since coffee stored in air becomes stale within two weeks, staleness cannot be synonymous with rancidity. True rancidity may not be apparent until after seven or eight months (32). Vacuum packed coffee seems to be stable indefinitely.

Although a picture of what happens to coffee after it has been roasted can be presented, it still is based largely on inference from the few facts that have been published. Nothing is known about the relative stability of different types of coffee or about changes that may occur in flexible packaging materials now becoming available. The whole subject of roasted coffee stability needs reinvestigation and warrants extensive research.

#### Next month: Coffee beverage

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(Continued on page 54)

# Coffee

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## "Mark my word"

By MARK HALL



Do you lack the glamor

to succeed in the coffee business?

Personality may get you in, but only integrity will keep you there.

If one is long on integrity and short on personality, it takes only a little longer to bore in. Don't be too envious of those glamor boys who seem to have everything. Just let there be one little leak in their character, and it will not be long before they run out of polish.

Of course, if you find a man who has personality, character, brains and ability you might as well make way for him. Climb on his handwagon. He could carry you farther than you could go on your own.

There are always ways for getting along in business, besides working yourself and your personality too hard. Generally the best way to do a thing is the easiest. However, it is a good idea to work hard finding the easiest way.

Another way to get ahead is to show your face regularly at your coffee trade meetings, social or serious. After that, prospects will not be so ready to slam the door on your corns. The buyer will find it a little harder to give you the glassy stare or the fishy handshake.

There is no need to worry if you don't seem to have "it". The world is full of big successes of whom it is said, "I don't see how he ever made the grade".

Mere personality is deceiving when one is young, but as time rolls on and middle age creeps up, integrity, character and sincerity have a way of taking over and dominating the scene.

### New Grancolombiana ship named for Manuel Mejia

Grancolombiana has named its new 8,000-ton \$3,000,000 ship the "Manuel Mejia."

This is the first ship Grancolombiana has named for an individual. Others have been christened with names of rivers, cities or departments.

The new vessel, built in Hamburg, will make her first run from that city to Barranquilla in the near future.

The shipping line ordered four vessels from Hamburg yards and four more are under construction in Seville, Spain.

One of the Hamburg ships, the "Cuidad de Tunja," is already in service.



## Coffee vending



**NEW SELF-BREW MACHINE:** The Perk-o-fresh, operated by the Interstate-United Coffee Corp., Chicago, has a battery of 40 individual 16-cup percolators on an electronic turntable. Coffee is brewed as needed.

### Finns investigate self-brew coffee vendors

Coffee vending machines that do their own brewing may be introduced in Finland, according to Joseph Giumette, sales development director of King Coffee, Inc.

King Coffee is a Detroit coffee roaster serving restaurants, institutions, industrial caterers and vending machine operators in Michigan and Ohio.

King Coffee was queried by Vaino Einio, head of a coffee importing firm in Helsinki, and the advisability of introducing coffee vending machines in the Finnish capital.

"Soluble coffee has so far a very limited market over here," Mr. Einio stated. "We understand that the self-brew coffee vending machine is the device of the future, so we plan to concentrate our efforts on this type of machine."

Although King Coffee neither manufactures nor markets vending machines, the firm has long taken an interest in the self-brew vendor, Mr. Giumette explained.

Earlier this year, King Coffee held a Detroit showing of all the latest self-brew coffee vending machines.

**New dispensing unit, coin operated,  
uses pre-brewed coffee carriers**

A coin-operated coffee vending unit using pre-brewed coffee in carriers has been announced by Coffee Time of America, Inc., Omaha, Neb.

Called the Bantam, the unit is a cabinet type coin controlled dispenser.

The carrier permits brewing of coffee under control in a central brewing plant, for delivery and dispensing through the Bantam on location.

The Bantam serves 158 cups at a temperature controlled by a patented "heat barrier" heating system. It will handle any two, three, four or five gallon carrier.

A hot chocolate attachment is available for the unit.

The Bantam has a self contained pushbutton sugar dispensing system; a fresh cream dispensing; a 25¢ National Coin Changer; a tested and sealed electric counter; and a precision timer especially designed for this unit.

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### Green Coffee

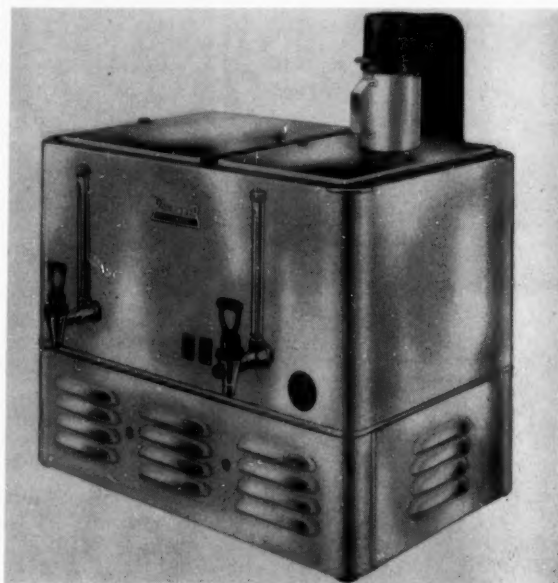
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## On the menu

Developments among public feeding outlets



The Rosander Automatic Coffee Maker

### Say new automatic coffee maker uses high pressure principle in brewing uniform beverage

Consistent flavor, fast brewing and automatic operation are claimed for a new coffee maker, made by the Rosander Co., Minneapolis, Minn.

The Rosander Coffee Maker is reported to be the only automatic coffee maker using, in a new way, the principle of pressure brewing.

Here's how Rosander summarizes its coffee brewing method:

Water, under pressure of 50 pounds per square inch, is passed through the coffee grind. An urn grind is recommended. The 50 pounds pressure is developed by a small compressor which is standard with every unit.

The pressure brewing process is said to completely saturate every coffee particle, brewing coffee of consistent flavor, aroma and perfect taste, cup after cup, day after day. The uniformity is the result of exact water pressure, exact amount of coffee, exact amount of water at exact temperature, and the same infusion time, it was explained.

About 15 seconds is all that is required to ready the Rosander Coffee Maker for operation. The entire brewing cycle is completely automatic. Once the grind is placed in the coffee pressure basket and the basket placed in position, all the operator does is "flick" one switch and the coffee brewing cycle is completed automatically.

All water, gas and electric controls are standard connections and are completely automatic. The entire coffee maker is made of stainless steel and may be quickly cleaned in only a few minutes.

The Rosander brews coffee up to three times faster



than any other automatic coffee maker, the manufacturer claims: 1-1/2 gallons in 3-1/2 minutes infusion time.

It holds a reserve of four gallons of brewed coffee at a serving temperature of 180° F. The water reserve holds seven gallons of hot water at 210° F.

Sight gauges on the coffee and water reservoirs show the level of the liquids in the unit.

Another feature of the Rosander Coffee Maker is a coffee holding container where the freshest brew may be stored. Individual brews need not be mixed. One brew can be completely served before fresh brew is passed into the serving container. Coffee is drawn from the reserve supply of unserved coffee and the hot water reserve is available for tea, chocolate or other purposes. This reserve can be drawn upon at any time, even while the coffee maker is preparing fresh coffee.

The Rosander Coffee Maker was in the process of design and development for more than five years, the company said, and it has been field tested, under actual operating conditions, for over two years.

### **Coffee remains key to Brazil's economy, McKiernan tells Harvard conference**

Association President John F. McKiernan, speaking to U. S. industrialists attending a three-day conference at the Harvard School of Business, said he hoped that Brazil, while proceeding with industrialization, will continue to improve her coffee trade.

The conference was on the subject of "The Role of U. S. Industry in the Economic Development of Latin America." Mr. McKiernan, invited to take part as a

member of the Brazil panel, opened one session with a half-hour address.

"In our conviction that a significant part of Brazil's solution to her economic problems lies in the direction of increased coffee exports," Mr. McKiernan told the audience, "there is no inference that we are losing sight of the importance of her need for more industrialization. Any attempt to industrialize too rapidly carries the danger of obliging a nation to strain its credit resources and unbalance its budget."

He emphasized that coffee earned 69% of Brazil's foreign exchange last year and is still the United States' largest single import.

Mr. McKiernan told the conference that Brazil's share of this country's imports of green coffee had declined from an average of 54.3% during 1947-1952, to 43% during the past five years.

Referring to recent attempts by Latin American nations to form an international agreement on coffee, Mr. McKiernan reiterated the U. S. coffee industry's official opposition to "any plans for coffee which tend to destroy or control free enterprise."

The NCA president maintained that an intensified merchandising campaign, heightened productivity, and improved crop reports could help to increase coffee consumption and provide Brazil with more dollars to finance its industrial growth.

Among other speakers taking part in the conference were: J. Peter Grace, president of W. R. Grace & Co.; Assistant Secretary of State for Inter-American Affairs, Roy R. Rubottom; and Francis M. Kurtz, former chairman of the board of the American Coffee Corp.

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## Marketing

advertising . . . merchandising . . . promotion

### More people buy coffee than any other item in U. S. food stores

More people buy coffee in United States food stores and supermarkets than any other item.

This top ranking for coffee is one of the findings in a series of studies on U. S. markets conducted by Look magazine.

Within a given two week period, four-fifths of the nation's population ten years of age and over—or 101,300,000—shopped at least once in a grocery store or supermarket.

The number of people purchasing coffee was 64,800,000. Laundry soap or detergent was second with 59,950,000 purchasers in the check period. Soft drinks were third, with 53,500,000.

Tea, with 26,600,000 purchasers in the two-week period, out ranked canned meats, gelatine desserts, pudding powders and baby foods.

The Look surveys of U. S. markets—of which the food and grocery findings are a part—are conducted by Alfred Politz Research, Inc., one of the nation's leading research organizations. Information on food and grocery buying is based on purchases respondents said they had made within the two weeks prior to the date of interviewing.

Personal interviews were conducted during February and early March of this year with individuals in private households in the continental United States. Interviews were made on a multi-stage area probability sample basis, to assure a statistically accurate sampling of people from all walks of life and from all sections of the country.

### New S&W Coffee blend, package

#### focus of powerful promotion

Powerful advertising and store promotion is backing the new S & W Coffee blend and its redesigned cans in Pacific Coast markets in September.

The new blend was developed by Irving Manning and his coffee department staff. Reaction has been very favorable among grocers and consumers, it was reported.

The new can combines a brilliant red background with a rim, at the bottom, of white cups from which gold and brown steam ribbons rise the full height of the can. The S & W trademark, in green, has a luminous effect, created by transparent links used directly on the metal. The grind is indicated in an outline coronet.

Designed for S & W by Walter Landor, the can has a brilliant, regal appearance.

The shipping carton has also been redesigned, and reflects the can design.

Leading off the promotion was a double-page, two-color advertisement in leading Pacific Coast newspapers, along with concentrations of night-time television spots in principal market areas featuring new cartoons and singing jingles.



The TV spots will supplement S & W's own weekly TV shows, which will resume in the Fall.

Novel, eye-catching store material will also back the promotion, utilizing for the first time gold foil point-of-sale pieces, printed in four colors.

#### **Fairman, Campbell promoted by Borden's in advertising, public relations shifts**

Appointment of Milton Fairman as an assistant vice president of the Borden Co., with executive responsibility for advertising and public relations, was announced by Harold W. Comfort, president.

Mr. Fairman has been director of public relations since 1943.

At the same time, Mr. Comfort announced the promotion of William B. Campbell from manager of the general advertising department to director of advertising.

The promotions came as Mr. Comfort announced that Stuart Peabody will retire as an assistant vice president on December 31st, after 33 years' service as a Borden advertising executive.

Mr. Peabody became an assistant vice president in 1946. He has held executive responsibility for advertising and public relations and has also been a director of advertising, a post which he first assumed in 1930.

Mr. Fairman, a former Chicago newspaperman, joined the Company in 1937 and organized its regional public relations office in Columbus, Ohio. He remained there as regional public relations director for six years.

Mr. Fairman will continue as director of public relations.

Mr. Campbell joined Borden's in 1951 and that same year became assistant radio-television advertising manager. He was named advertising manager for radio and television in 1954, and early this year became manager of the general advertising department.

Before joining Borden's he had been a partner in a New York City agency. For three years before that he had been a member of the merchandising department of Young & Rubicam, Inc., serving several large accounts.

#### **Chock Full 'O Nuts Coffee buys more TV, radio time in New England markets**

The Chock Full 'O Nuts Corp. has purchased additional TV and radio time in New England markets, Sam Ostrove, advertising and sales vice president, has announced.

In Boston, the coffee division has renewed sponsorship of the Saturday night newscast over WNAC-TV and has purchased spots on WNAC and WHDH.

Chock Full O' Nuts also bought spots, for 52 weeks, on WPRO, Providence, and WNEB, Worcester.

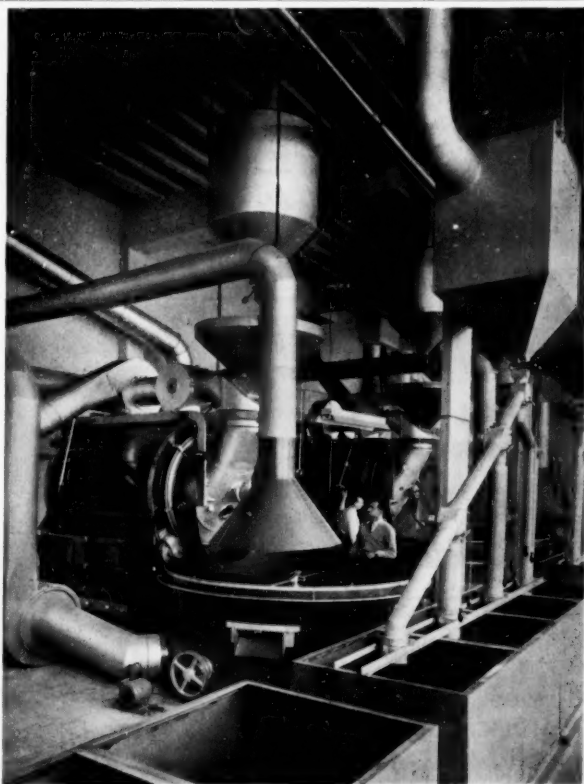
Grey Advertising is the agency.

#### **Campbell named ad manager for Stokes & Smith**

Raymond C. Campbell has assumed the position of advertising manager for the Stokes & Smith Co., a subsidiary of the Food Machinery & Chemical Corp.

Stokes & Smith manufactures a wide range of packaging, filling and paper box machines.

No stranger to FMC, Mr. Campbell previously served with the Organic Chemicals Division.



**Fully-integrated automatic  
coffee roasting plant**

**From green coffee dumping  
to stoner discharge**

**Only one operator for  
capacities up to 12,000 lbs.  
per hour**

**With all advantages of  
batch roasting**

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## Crops and countries

coffee news from producing areas

### Brazil affirms coffee supports

Brazil's Minister of Finance took steps last month to assure the coffee industry that his country would act to prop the sagging market.

If it becomes necessary, the Brazilian Coffee Institute would buy directly from the producer in the interior, the Minister told a meeting of coffee growers in Southern Minas Gerais.

The Minister also issued a four-point statement to combat what he called "persistent rumors by speculators."

He said:

1. The government would make no changes in the exchange systems.
2. The government would not consider any modification in the I.B.C.
3. It would fully execute the coffee defense plan approved by the Minister.
4. It would insure all financial resources to the I.B.C. for the plan's complete execution.

### Manuel Mejia in new post as ambassador to Brazil

Manuel Mejia, of Colombia, has taken up his duties as ambassador to Brazil, it was reported last month.

In this capacity he will be in Rio de Janeiro for the World Coffee Congress, scheduled for December.

Mario Anibal Melo continues as the general assistant manager of the National Federation of Coffee Growers of Colombia. Arturo Gomez-Garamillo, who had represented the Federation for about eight years in Europe, becomes the first assistant to Mr. Melo, in charge of commercial matters.

### Estimate 1957-58 Uganda coffee crop

The 1957-58 Uganda Native Robusta coffee crop will amount to 65,000 tons, according to the preliminary estimate by the Uganda Coffee Industry Board.

This figure compares with the 1954-55 record crop of 60,000 tons, which is expected to be equalled in the present season, which ends on October 31.

Last year the crop totalled 47,000 tons.

### Kenya to support African coffee association

The Coffee Board of Kenya will support a Belgian proposal to form a pan-African association of coffee producers, it has been reported.

The object will be to collaborate with associations fostering the interests of producers throughout the world. A constitution and rules are being drafted, it was stated.

Kenya is unlikely to be directly represented, but Britain, as a signatory on behalf of the Colonies, would ask East Africa representatives to attend important discussions.

### Jamaica coffee seedlings hit by drought

Coffee seedlings distributed to farmers by Jamaica's Agriculture Department, with the aim of swelling coffee production, were having a rough time because of drought.

William Henry, chairman of the island's coffee industry board, reports about 50% of the coffee seedlings have wilted.

### Puerto Rico expanding coffee plantations

Puerto Rico's Department of Agriculture has initiated a new program designed to make 10,000 acres of coffee land highly productive each year.

At one time more important than the island's cane-sugar crop, Puerto Rican coffee was considered one of the best in European capitals. But hurricane crop losses and European wars hit the market hard, and the local coffee industry came to be regarded as uneconomic.

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## **New vertical coffee cooler introduced by B. F. Gump Co.**

Introduction to the trade of a new coffee cooler is announced by the B. F. Gump Co., Chicago. The new Ideal Vertical-Twin Coffee Cooler is said to cool a full four-bag batch of coffee to room temperature in less than three minutes.

Handling or agitation of the coffee is reduced to the minimum in the Ideal Cooler, the manufacturer explained. There is no breakage of the whole beans. Stainless steel construction of all sheet metal parts coming into contact with the coffee prevents metallic contamination of the roast and makes cleaning the cooler "no problem."

Compact vertical design makes the Ideal a space saver, leaving plenty of room to work around the cooler, Gump pointed out.

In operation, the coffee is rapidly elevated into two vertical coffee zones, separated by an air passage. Air is drawn through the two thin layers of coffee simultaneously, to lower the temperature throughout the entire batch quickly and uniformly. Following cooling, the coffee can be dropped by gravity to a hopper or the stoner boot. Where required for one-floor operation without a pit, twin spiral conveyors can be supplied to flow the coffee horizontally from the cooler above floor level.

The Ideal Vertical-Twin Coffee Cooler is self-contained and is furnished ready for connection to existing air suction systems—or with individual fan and fan motors.

Detailed information is given in Bulletin 902, available on request from B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Illinois.

## **Dear Sir**

Letters to the Editor

### **Answer to surpluses**

Dear Sir:

The coffee producing countries of North and South America have a population of approximately 115,000,000, with Mexico, Colombia and Brazil having, respectively, 26,000,000, 11,000,000 and 53,000,000.

I have been told that Brazil's yearly consumption of coffee is less than 2,000,000 bags—in large part because of price. Very likely per capita consumption of coffee all through coffee producing countries is low.

Concentration by producing countries on this market, through making lower grade coffee available at prices the population could pay, could easily eliminate all surpluses.

Coffee Department  
S&W Fine Foods, Inc.

Irving Manning, Manager

### **Coffee breaks help 300 Americans endure Polar cold**

Coffee breaks are helping 300 Americans endure the long Antarctic winter night, according to Associated Press staff writer James F. Tomlinson, who was there.

A Navy cook reported from the Ellsworth station that "due to bitter cold, there are a lot of coffee breaks, and coffee consumption has climbed to three times normal."

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### **Mississippi Shipping signs new 20 year contract for key routes; 14 new ships to be constructed**

Signing of a contract calling for the replacement of 14 vessels of the Mississippi Shipping Co., Inc., ocean freight and passenger fleet was announced by Clarence G. Morse, chairman, Federal Maritime Board and Maritime Administrator, U. S. Department of Commerce.

The Mississippi Shipping Co., Inc., New Orleans, operators of Delta Line, serves Essential United States Foreign Trade Routes Nos. 14 and 20. Mississippi's service on Trade Route 14 connects United States Gulf ports with the West Coast of Africa. Trade Route 20 connects U. S. ports in the Gulf of Mexico with the East Coast of South America (Argentina, Brazil, Paraguay, and Uruguay). Imports on this route include coffee. The Delta Line is one of the largest coffee carriers in the world.

The new contract provides for a minimum of 59 and a maximum of 73 sailings per year on these trade routes. On Trade Route 20, besides its freighters Mississippi Shipping operates three combination passenger ships, the Del Norte, Del Sud and Del Mar.

Signing of the contract assures that American flag service on these routes can be expected to continue for the next 20 years.

The ship construction provisions of the contract call for placement in American shipyards of approximately \$150,000,000 to \$160,000,000 worth of shipbuilding, at present estimated costs, between 1958 and 1965, to replace 11 freighters of the Mississippi fleet. Replacement of the combination ships is contemplated under the contract by 1967.

President Harry X. Kelly, signing for Mississippi Shipping, said: "Our company has served the United States Gulf Ports and Mid-Continent United States for more than 38 years, and it is gratifying to know that Delta Line's service has been reaffirmed in the form of this new contract.

"Our 1155 employees and more than 2,400 stockholders will continue to look with confidence towards an even greater world trade.

"The tremendous growth of South America and West Africa has justified Delta Line's expansion in those two continents, and the ship replacement program will now allow us to continue to furnish shippers with the best possible service."

### **Stockard names agents for Hampton Roads area**

The Virginia Ship Agency Corp., Norfolk, has been named agents in the Hampton Roads area for the Stockard Steamship Corp., general agents for the Ivaran Lines East Coast of South America and Far East Services, and other lines.

A new corporation, the Virginia Ship Agency Corp. is headed by Otis Winingder, formerly of Dichmann, Wright & Pugh.

### **Interstate-United Coffee names ad agency**

Paul Rosenbaum, chairman of the board, and Ronald Wolff, president, Interstate-United Coffee Corp., Chicago, and their 30 affiliated operating companies throughout the United States, have appointed Herbert Baker Advertising, Inc., Chicago, for the advertising and sales promotion of their Perk-o-fresh coffee vending machines and other industrial food and drink equipment.

### **CBI steps up educational, scientific, research activities for fall season**

With the onset of fall, the Coffee Brewing Institute's educational, research and scientific activities are shaping up at an accelerated pace, CBI announces.

Four field research representatives and Robert Bappert, their director, are carrying the quantity coffee brewing program into ten states with 12 demonstrations during this period. Included in the itinerary are demonstrations before the American Culinary Federation convention in Chicago, and the Arkansas Restaurant Association convention in Little Rock.

Seeking to advance CBI's knowledge of modern techniques in measuring food acceptance and flavor quality, Dr. Ernest E. Lockhart, scientific director, will attend the Arthur D. Little flavor symposium in Chicago this October.

Among other scientific meetings Dr. Lockhart plans to attend during September and October are the American Chemical Society's 132nd national meeting, the Scientific Apparatus Makers Association's midyear meeting, and the meeting of the U. S. Department of Agriculture's Eastern Utilization Research and Development Division—Plant Chemists Group. Through such conventions, CBI's scientific research department learns of new techniques applicable to better understanding of coffee.

Summer requests indicate that CBI's do-it-yourself women's club program, "Coffeetime," will be viewed by more than 500 women in eight states in the next two months. Three programs are scheduled for Kansas, and one each for Virginia, Iowa, North Dakota, Mississippi, Illinois, Maine and Nebraska.

### **General Foods in new Tarrytown research center; expanded coffee research at Hoboken laboratories**

The General Foods Corporation has moved into its new multimillion-dollar research center at Tarrytown, N. Y., on 55 acres overlooking the Hudson River.

The laboratory facilities at Hoboken, N. J., formerly the corporation's central laboratories, will be used for expanded coffee research by the Maxwell House Division.

When all the equipment and the teams of nearly 500 scientists, engineers, and other technical personnel are settled in, the General Foods research center will be the finest and most modern in the food industry.

The new center consists of three main buildings—development, science and administration.

The development building will be devoted to the study of new products and processes; the science building to chemical research and technological exploration, and administration will house the general offices, library, cafeteria, medical and other units.

In addition to Tarrytown, GF also has 12 division research laboratories throughout the country, each mainly devoted to continued product and process improvements, for the divisions concerned.

GF decided in the fall of 1954 to construct the most modern facilities possible in order to carry forward a program calling for intensified and expanded research for the development of new products, the determination of basic food composition, the science of nutrition, studies on food flavors, continuous improvement of existing packaged food products, better packaging methods, etc.



# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line  
Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
Arg-State—Argentine State Line  
Am-W Afr—American-West African Line  
B-Afr—Belgian African Line  
Barb-W'n—Barber Wilhelmsen Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Brodin—Brodin Line  
Col—Columbus Line  
Cunard—Brocklebank's Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Dreyfus—Dreyfus Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South American Steamship Co., Inc.  
Hellenic—Hellenic Lines Ltd.

Hol-Int—Holland-Interamerica Line  
Independence—Independence Line  
Isthmian—Isthmian Lines, Inc.  
JavPac—Java-Pacific Line  
Lamp-Ho—Lampori & Holt Line, Ltd.  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Mærsk—Maersk Line  
Mam—Mamenic Line  
Mormac—Moore-McCormack Lines, Inc.  
Nedlloyd—Nedlloyd Line  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
PTL—Pacific Transport Lines, Inc.  
R Neib—Royal Neiderland Steamship Co.  
Robin—Robin Line  
Royal Inter—Royal Inter-ocean Lines  
SCross—Southern Cross Line  
Sprague—Sprague Steamship Line  
Swed-Am—Swedish American Line  
Torm—Torm Lines  
UFruit—United Fruit Co.  
Wes-Lar—Westfal Larsen Co. Line  
Yamashita—Yamashita Line

### Abbreviations for ports

At—Atlantic ports  
Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Chsn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gf—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Ml—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nj—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
Sa—Savannah  
SD—San Diego  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ABIDJAN</b>			
10/11	Del Mundo	Delta	N010/29
10/29	Del Santos	Delta	N011/15
11/21	Del Sol	Delta	N012/8
12/26	Del Campo	Delta	N01/11

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
10/20	Lily Nielsen	UFruit	Cr <sup>2</sup> 10/23 N010/29

SAILS	SHIP	LINE	DUE
<b>AMAPALA</b>			
10/24	Lovland	UFruit	Cr <sup>2</sup> 10/27 NY11/4
11/14	Copan	UFruit	Cr <sup>2</sup> 11/17 NY11/25

SAILS	SHIP	LINE	DUE
<b>BARRANQUILLA</b>			
10/13	Vera Cruz	UFruit	N010/22
10/13	Agnete Torm	Granco	Ho10/24 N010/28
10/14	Catherine Sartori	UFruit	N010/27
10/15	Santa Ana	Grace	NY10/23 Pa10/24
10/18	La Mancha	Granco	NY10/28
10/22	Marna	UFruit	NY11/4
10/24	Vindeggen	Granco	Ho11/4 No11/8
10/28	Telde	UFruit	N011/7
10/28	Candida	UFruit	NY11/10
10/29	Olav Bjarke	Granco	NY11/8
11/4	Byfjord	UFruit	NY11/17
11/8	Kirsten Torm	Granco	NY11/18

SAILS	SHIP	LINE	DUE
<b>BARRIOS</b>			
10/10	Christiane	UFruit	NY10/16
10/11	Kristen Torm	Granco	Ho10/15 N010/19

SAILS	SHIP	LINE	DUE
10/12	La Playa	UFruit	N010/16
10/12	Cubahama	UFruit	Ho10/16
10/17	Cape Ann	UFruit	NY11/3
10/19	Leon	UFruit	N010/22
10/20	Olav Bjarke	Granco	NY11/8
10/20	Agnete Torm	Granco	Ho10/24 N010/28
10/22	Cubahama	UFruit	Ho10/26
10/24	Elsie Winck	UFruit	NY10/30
10/26	La Playa	UFruit	N010/30
10/30	Kirsten Torm	Granco	NY11/18
10/31	Christiane	UFruit	NY11/6
10/31	Vindeggen	Granco	Ho11/4 N011/8
11/1	Cubahama	UFruit	Ho11/5
11/2	Leon	UFruit	N011/6
11/7	Cape Ann	UFruit	NY11/13
11/9	La Playa	UFruit	N011/13
11/11	Cubahama	UFruit	Ho11/15

SAILS	SHIP	LINE	DUE
<b>BUENAVENTURA</b>			
10/12	Banker	Gulf	Ho10/21 N010/24
10/15	Santa Barbara	Grace	NY10/22
10/16	Manizales	Granco	Pa10/24 Ba10/25 NY10/26
10/16	Popayan	Granco	Ho10/26 N010/29
10/22	Farmer	Gulf	Ho10/31 N011/3
10/23	Ibague	Granco	Pa10/31 Ba11/1 NY11/2
10/25	Nieva	Granco	Ho11/4 N011/7
11/2	Merchant	Gulf	Ho11/12 N011/15

SAILS	SHIP	LINE	DUE
<b>CARTAGENA</b>			
10/12	Santa Paula	Grace	NY10/16
10/15	La Mancha	Granco	NY10/28
10/26	Olav Bjarke	Granco	NY11/8
11/5	Kirsten Torm	Granco	NY11/18

SAILS	SHIP	LINE	DUE
<b>CORINTO</b>			
10/20	Honduras	Mam	Ho11/5 Ho11/7
10/20	Costa Rica	Mam	NY11/7
11/3	El Salvador	Mam	NO11/20 Ho11/22

<b>CORTES</b>			
10/10	Cubahama	UFruit	Ho10/16
10/13	Cape Ann	UFruit	NY10/23
10/16	Leon	UFruit	NO10/22
10/20	Cubahama	UFruit	Ho10/26
10/20	Elsie Winck	UFruit	NY10/30
10/23	La Playa	UFruit	NY10/30
10/27	Christiane	UFruit	NY11/6
10/30	Cubahama	UFruit	Ho11/5
10/30	Leon	UFruit	NO11/6
11/3	Cape Ann	UFruit	NY11/13
11/13	La Playa	UFruit	NO11/19
11/9	Cubahama	UFruit	Ho11/15

<b>CRISTOBAL</b>			
10/15	Orotava	UFruit	NO10/20
10/24	Lily Nielsen	UFruit	NO10/29
10/28	Lovland	UFruit	NY11/4
11/2	Telde	UFruit	NO11/7

<b>DAR es SALAAM</b>			
10/11	Sarangani	Nedlloyd	NY11/13 LA11/31 SF12/4 Po12/10 Se12/14 Val12/16
10/27	Afr Star	Farrell	NY11/27
10/27	Ruth Lykes	Lykes	Gulf 11/30
11/19	Afr Crescent	Farrell	NY12/18
11/24	Lawak	Nedlloyd	NY12/25 LA1/14 SF1/18 Po1/24 Se1/28 Val/30
12/30	Afr Lightning	Farrell	NY1/27

<b>GUAYAQUIL</b>			
10/13	Manizales	Granco	Pa10/24 Ba10/25 NY10/26

SAILS	SHIP	LINE	DUE
10/14	Popayan	Granco	Ho10/26 NO10/29
10/21	Ibague	Granco	Pa10/31 Ba11/1 NY11/2
10/23	Neiva	Granco	Ho11/4 NO11/7

<b>LA GUAIRA</b>			
10/14	Rio de La Plata	Arg-State	NY10/19
10/28	Rio Jachal	Arg-State	NY11/2
11/11	Rio Tunuyan	Arg-State	NY11/16
12/2	Rio de La Plata	Arg-State	NY12/7
12/16	Rio Jachal	Arg-State	NY12/21

<b>LA LIBERTAD</b>			
10/15	Costa Rica	Mam	NY11/7
10/15	Honduras	Mam	NO12/5 Ho12/7
10/22	Lovland	UFruit	Cr <sup>2</sup> 10/27 NY11/4
10/29	El Salvador	Mam	NO11/20 Ho11/22
11/13	Copan	UFruit	Cr <sup>2</sup> 11/17 NY11/25

<b>LA UNION</b>			
10/11	Orotava	UFruit	Cr <sup>2</sup> 10/14 NO10/20
10/17	Costa Rica	Mam	NY11/7
10/17	Honduras	Mam	NO12/5 Ho12/7
10/19	Lily Nielsen	UFruit	Cr <sup>2</sup> 10/23 NO10/29
10/20	Lovland	UFruit	Cr <sup>2</sup> 10/27 NY11/4
10/31	El Salvador	Mam	NO11/20 Ho11/22
11/11	Copan	UFruit	Cr <sup>2</sup> 11/17 NY11/25

<b>LIMON</b>			
10/12	La Mancha	Granco	NY10/28
10/12	Byfjord	UFruit	NY10/21
10/16	Agnete Torm	Granco	Ho10/24 NO10/28
10/16	Vera Cruz	UFruit	NO10/22
10/18	Catherine Sartori	UFruit	NY10/27
10/23	Olav Bjarke	Granco	NY11/8
10/26	Marna	UFruit	NY11/4
10/27	Vindeggen	Granco	Ho11/4 NO11/8
10/31	Telde	UFruit	NO11/7

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SAILS	SHIP	LINE	DUE
11/1	Candida	UFruit	NY11/10
11/2	Kirsten Torm	Granco	NY11/18
11/8	Byfjord	UFruit	NY11/17

#### LOBITO

10/15	Ferngrove	Am-W Afr USA	11/15
10/25	Afr Grove	Farrell	NY11/20
10/31	Afr Patriot	Farrell	NY11/30
11/15	Afr Glen	Farrell	NY12/11

#### LUANDA

10/13	Ferngrove	Am-W Afr USA	11/15
10/15	Del Campo	Delta	N011/2
10/19	Del Santos	Delta	N011/15
10/21	Afr Grove	Farrell	NY11/20
10/26	Afr Patriot	Farrell	NY11/30
11/11	Del Sol	Delta	N012/8
11/10	Afr Glen	Farrell	NY12/11
12/6	Del Mundo	Delta	N01/1
12/16	Del Campo	Delta	N01/11

#### MARACAIBO

10/14	Santa Monica	Grace	Ba10/21 NY10/23
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#### MATADI

10/10	Ferngrove	Am W Afr USA	11/15
10/12	Del Campo	Delta	N011/2
10/16	Del Santos	Delta	N011/15
10/24	Afr Patriot	Farrell	NY11/30
10/27	Afr Grove	Farrell	NY11/20
11/8	Del Sol	Delta	N012/8
11/17	Afr Glen	Farrell	NY12/11
12/3	Del Mundo	Delta	N01/1
12/13	Del Campo	Delta	N01/11

#### MOMBASA

10/11	Sarangani	Nedlloyd	NY11/13 LA11/31 SF12/4 Po12/10 Se12/14 Va12/16
10/17	Afr Star	Farrell	NY11/27
11/3	Ruth Lykes	Lykes	Gulf 11/30
11/9	Afr Crescent	Farrell	NY12/18
11/26	Lawak	Nedlloyd	NY12/25 LA1/14 SF1/18 Po1/24 Se1/28 Va1/30
12/20	Afr Lightning	Farrell	NY1/27

#### PARANAGUA

10/10	Nicaragua	Lloyd	NY11/2
10/10	Mormacdown	Mormac	LA11/13 SF11/15 Vall/19 Sell/24 Po11/26
10/12	Del Aires	Delta	N011/3 Holl/8
10/13	Mormaclark	Mormac	NY11/2 Boll/5 Pall/7 Ball/9
10/14	Paranagua	Brodin	Ball/1 NY11/3 Pall/6 Boll/8 M11/12
10/15	Akkurmdyk	Hol-Int	NY11/3 Boll/5 Pall/7 Ball/8 HR11/9
10/16	Mormacteal	Mormac	Ball/4 Pall/6 NY11/7 Boll/10
10/17	Peter Jebsen	Nopal	N011/7 Holl/10
10/19	Del Valle	Delta	N011/6 Holl/11
10/20	Paraguay	Lloyd	NY11/12
10/21	Guatemala	Lloyd	N011/10 Holl/15
10/22	Mormacowl	Mormac	Jx11/10 NY11/14 Boll/17 Pall/19 Ball/20 NF11/21
10/24	Evanger	Wes-Lar	LA11/26 SF11/29 Po12/6 Se12/8 Va12/9
10/26	Del Monte	Delta	N011/17 Holl/22
10/27	Santos	Stockard	NY11/14 Boll/18 Pall/20 Ball/22
10/28	Mormacpine	Mormac	NY11/15 Boll/18 Pall/20 Ball/22
10/29	Mormacmar	Mormac	LA11/28 SF11/30 Va12/4 Se12/10 Po12/12
10/30	Domingos	Lloyd	NY11/22
11/3	I.W. Winck	Nopal	N011/23 Holl/27
11/3	Mormactide	Mormac	Ball/20 Pall/22 NY11/23 Boll/26 M11/30
11/5	Appingedyk	Hol-Int	NY11/24 Boll/26 Pall/28 Ball/30 HR12/1
11/9	Del Rio	Delta	N012/1 Holl/6
11/10	Ecuador	Lloyd	NY12/2
11/17	Montevideo	Stockard	NY12/6 Boll/11 Pa12/13 Ba12/15
11/20	Peru	Lloyd	NY12/12
11/30	Panama	Lloyd	NY12/22
11/30	Del Alba	Delta	N012/22 Holl/27

#### PUNTARENUS

10/16	Lovland	UFruit	Cr <sup>2</sup> 10/27 NY11/4
11/7	Copan	UFruit	Cr <sup>2</sup> 11/17 NY11/25

OCTOBER, 1957



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SAILS SHIP LINE DUE

## RIO de JANEIRO

10/10	Buenos Aires	Stockard	Bol0/30	Pall/1	Ball/3
10/14	Hardanger	Wes-Lar	LAll/7	SF11/10	Pol1/18
10/16	Nicaragua	Lloyd	NY11/2		
10/17	Paranagua	Brodin	Ball/1	NY11/3	Pall/6
10/17	Del Aires	Delta	Noll/3	Holl/8	
10/17	Brazil	Mormac	NY10/29		
10/17	Mormaclark	Mormac	NY11/2	Boll/5	Pall/7
10/19	Akkrumdyk	Hol-Int	NY11/3	Boll/5	Pall/7
10/19	Rio Jachal	Arg-State	NY11/2		
10/21	Peter Jebesen	Nopal	Noll/7	Holl/10	
10/23	Del Mar	Delta	Noll/6	Holl/11	
10/26	Mormacowi	Mormac	Jx11/10	NY11/14	Boll/17
					Ball/20
					NF11/21
10/26	Paraguay	Lloyd	NY11/12		
10/26	Honduras	Lloyd	Noll/10	Holl/15	
10/27	Mormacmar	Mormac	LAll/28	SF11/30	Val2/4
10/30	Del Monte	Delta	Noll/17	Holl/22	
10/31	Evanger	Wes-Lar	LAll/26	SF11/29	Pol2/6
10/31	Santos	Stockard	NY11/14	Boll/18	Pall/20
11/2	Rio Tunuyan	Arg-State	NY11/16		
11/2	Evanger	Wes-Lar	LAll/26	SF11/29	Pol2/6
11/6	I.W. Winck	Nopal	Noll/23	Holl/27	
11/6	Argentina	Mormac	NY11/18		
11/6	Domingos	Lloyd	NY11/22		
11/6	Del Norte	Delta	Noll/20	Holl/25	
11/9	Appingedyk	Hol-Int	NY11/24	Boll/26	Pall/28
11/13	Del Rio	Delta	Noll/21	Holl/26	
11/16	Equador	Lloyd	NY12/2		
11/20	Del Sud	Delta	Noll/24	Holl/29	
11/22	Montevideo	Stockard	NY12/6	Boll/11	Pal2/13
11/23	Rio de La Plata	Arg-State	NY12/7		
11/26	Peru	Lloyd	NY12/12		
12/4	Del Alba	Delta	Noll/22	Holl/27	
12/6	Panama	Lloyd	NY12/22		
12/7	Rio Jachal	Arg-State	NY12/21		

## SANTOS

10/11	Hardanger	Wes-Lar	LAll/7	SF11/10	Pol1/18
10/11	Mormacdove	Mormac	Jx10/26	NY10/30	Boll/2
10/15	Brazil	Mormac	NY10/29		
10/15	Nicaragua	Lloyd	NY11/2		
10/16	Mormaclark	Mormac	NY11/2	Boll/5	Pall/7
10/16	Del Aires	Delta	Noll/3	Holl/8	
10/16	Paranagua	Brodin	Ball/1	NY11/3	Pall/6
10/17	Mormacdawn	Mormac	LAll/13	SF11/15	Val1/19
10/18	Akkrumdyk	Hol-Int	NY11/3	Boll/5	Pall/7
10/18	Rio Jachal	Arg-State	NY11/2		
10/19	Peter Jebesen	Nopal	Noll/7	Holl/10	
10/19	Mormacael	Mormac	Ball/4	Pall/6	NY11/7
10/23	Del Mar	Delta	Noll/6	Holl/11	
10/25	Paraguay	Lloyd	NY11/12		
10/25	Honduras	Lloyd	Noll/10	Holl/15	
10/25	Mormacowi	Mormac	Jx11/10	NY11/14	Boll/17
					Ball/20
					NF11/21
10/29	Santos	Stockard	NY11/14	Boll/18	Pall/20
10/30	Del Monte	Delta	Noll/17	Holl/22	
10/30	Evanger	Wes-Lar	LAll/26	SF11/29	Pol2/6
10/31	Mormacpine	Mormac	NY11/15	Boll/18	Pall/20
11/1	Rio Tunuyan	Arg-State	NY11/16		
11/2	Mormacmar	Mormac	LAll/28	SF11/30	Val2/4
11/4	Argentina	Mormac	NY11/18		
11/5	Mormactide	Mormac	Ball/20	Pall/22	NY11/23
11/5	I.W. Winck	Nopal	Noll/23	Holl/27	
11/5	Domingos	Lloyd	NY11/22		
11/6	Del Norte	Delta	Noll/20	Holl/25	
11/8	Appingedyk	Hol-Int	NY11/24	Boll/26	Pall/28
11/13	Del Rio	Delta	Noll/21	Holl/26	
11/15	Equador	Lloyd	NY12/2		
11/20	Montevideo	Stockard	NY12/6	Boll/11	Pal2/13
11/20	Del Sud	Delta	Noll/24	Holl/29	
11/22	Rio de La Plata	Arg-State	NY12/7		
11/25	Peru	Lloyd	NY12/12		
12/4	Del Alba	Delta	Noll/22	Holl/27	
12/5	Panama	Lloyd	NY12/22		
12/6	Rio Jachal	Arg-State	NY12/21		
12/11	Del Mar	Delta	Noll/25	Holl/30	

## TANGA

10/12	Saragan	Nediloyd	NY11/13	SF11/31	SF12/4
					Pol2/10
					Sel2/14
10/22	Afr Star	Farrell	NY11/27		
10/29	Ruth Lykes	Lykes	Gulf 11/30		

COFFEE & TEA INDUSTRIES and The Flavor Field



SAILS	SHIP	LINE	DUE
11/14	Afr Crescent	Farrell	NY12/18
11/22	Lawak	Nedlloyd	NY12/25 LA1/14 SF1/18 Pol/24 Sel/28 Val/30
12/25	Afr Lightning	Farrell	NY1/27

#### VICTORIA

10/11	Del Viento	Delta	N010/26
10/19	Del Aires	Delta	N011/3
10/23	Del Valle	Delta	N011/6
10/27	Honduras	Lloyd	N011/10 Holl/15
11/2	Del Monte	Delta	N011/17
11/16	Del Sud	Delta	N012/1
12/7	Del Alba	Delta	N012/22

#### TEA BERTHS

#### CALCUTTA

10/10	Exemplar	Am-Exp	Bo11/14 NY11/15
10/11	City of Bath	Norton	Bo11/14 NY11/15 Pal1/18 NF11/20 Bal1/22
10/22	City of Ripon	Norton	Bo11/25 NY11/26 Pal1/28 NF11/30 Na12/3
10/22	Explorer	Am-Exp	Bo11/27 NY11/29
11/8	Steel Recorder	Isthmian	N012/14
11/8	City of Chicago	Norton	Ha12/12 StJo12/14 Bo12/16 NY12/18 Pal2/21 NF12/23 Ba12/24
11/8	Silverwave	JavPac	SF12/10 LA12/15 Pol2/28 Sel/2 Val/7

#### COCHIN

10/12	Hellenic Hero	Hellenic	NY11/5 N011/10
10/17	Steel Navigator	Isthmian	Bo11/9 NY11/10
10/20	Exemplar	Am-Exp	Bo11/14 NY11/15
10/28	Coolidge	Am-Pres	NY12/3 Bo12/10 Ba12/13 HR12/15 La12/30 SF1/3
10/30	Explorer	Am-Exp	Bo11/27 NY11/29
11/1	Silvermoon	Kerr	NY12/4
11/3	Steel Architect	Isthmian	Bo11/26 NY11/27
11/16	Polk	Am-Pres	NY12/22 Ba12/27 HR12/29 SF1/18
11/16	Steel Worker	Isthmian	Bo12/8 NY12/9
11/29	Jackson	Am-Pres	NY1/2 Bo1/8 Bal/11 HR1/13 LA1/28 SF1/31
12/1	Steel Chemist	Isthmian	Bo12/24 NY12/25
12/14	Taylor	Am-Pres	NY1/18 Bo1/22 Ba1/25 HR1/27 LA2/11 SF2/14
12/15	Steel Executive	Isthmian	Bo1/7 NY1/8
1/1	Steel Director	Isthmian	Bo1/24 NY1/25

#### COLOMBO

10/12	Hayes	Am-Pres	NY11/19 Bo11/26 Ba11/29 HR12/1 LA12/16 SF12/19
10/13	Madulsima	Cunard	Bo11/13 NY11/15 Pal1/19 NF11/21 Ba11/23
10/13	Mahanda	Cunard	Sa11/12 N011/17 Holl/21 Gall/23
10/15	Steel Fabricator	Isthmian	Bo11/9 NY11/10
10/16	Exemplar	Am-Exp	Bo11/14 NY11/15
10/20	Olga	Maersk	NY11/19 Ha12/3
10/21	Silverstream	JavPac	LA12/4 SF12/8 Pol2/14 Sel2/17 Val2/20
10/26	Coolidge	Am-Pres	NY12/3 Bo12/10 Ba12/13 HR12/15 LA12/30 SF1/3
10/28	Explorer	Am-Exp	Bo11/27 NY11/29
10/29	Silvermoon	Kerr	NY12/4
11/1	Steel Architect	Isthmian	Bo11/26 NY11/27
11/7	Luna	Maersk	NY12/7 Ha12/20
11/13	Polk	Am-Pres	NY12/22 Ba12/27 HR12/29 SF1/18
11/14	Steel Worker	Isthmian	Bo12/8 NY12/9
11/21	Trein	Maersk	NY12/20 Ha1/3
11/25	Jackson	Am-Pres	NY1/2 Bo1/8 Bal/11 HR1/13 LA1/28 SF1/31
11/29	Steel Chemist	Isthmian	Bo12/24 NY12/25
12/7	Leda	Maersk	NY1/2 Ha1/16
12/13	Steel Executive	Isthmian	Bo1/7 NY1/8
12/14	Taylor	Am-Pres	NY1/18 Bo1/22 Ba1/25 HR1/27 LA2/11 SF2/14
12/20	Lexa	Maersk	NY1/19 Ha2/3
12/30	Steel Director	Isthmian	Bo1/24 NY1/25
1/8	Laura	Maersk	NY2/6 Ha2/19

#### DJAKARTA

10/15	Steel Worker	Isthmian	Bo12/8 NY12/9
10/16	Pierce	Am-Pres	LA11/24 NY12/10 Ba12/18
10/18	Luna	Maersk	NY12/7 Ha12/20
10/28	Tyler	Am-Pres	LA12/8 NY12/24 Ba12/29 Bo1/2
10/31	Steel Chemist	Isthmian	Bo12/24 NY12/25
11/10	Madison	Am-Pres	LA12/24 NY1/9 Ba1/14 Bo1/18
11/11	Steel Executive	Isthmian	Bo1/7 NY1/8
11/18	Leda	Maersk	NY1/2 Ha1/16
11/27	Fillmore	Am-Pres	LA1/8 NY1/24 Ba1/28 Bo2/1

OCTOBER, 1957

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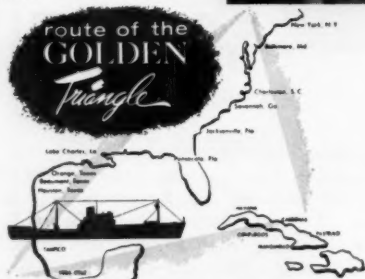
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12/18 Laura	Maersk	NY2/6	Ha2/19

10/13	Silverspray	Kerr	NY11/3					
10/22	Steel Fabricator	Isthmian	Bo11/9 NY11/10					
10/22	Sarangana	Nedlloyd	NY11/13	LS11/31	SF12/4	Pol2/10	Se12/14	
								Val2/16
10/26	Exemplar	Am-Exp	Bo11/14 NY11/15					
11/8	Steel Architect	Isthmian	Bo11/26 NY11/27					
11/8	Explorer	Am-Exp	Bo11/27 NY11/28					
11/12	Silvermoon	Kerr	NY12/4					
11/21	Steel Worker	Isthmian	Bo12/8 NY12/9					
12/5	Lawak	Nedlloyd	NY12/25	LA1/14	SF1/18	Pol/24	Se1/28	Val/30
12/6	Steel Chemist	Isthmian	Bo12/24 NY12/25					
12/20	Steel Executive	Isthmian	Bo1/7 NY1/8					
1/6	Steel Director	Isthmian	Bo1/24 NY1/25					

10/15	Hoosier Mariner	Am-Pres	LAI1/7	SF11/13	
10/18	Hoover	Am-Pres	SF11/4		
10/18	Nicoline	Maersk	LAI1/12	NY11/27	
10/23	Jefferson	Am-Pres	LAI1/8	NY11/24	Ball/28 Bol/2/8
10/27	Korean Bear	PacFar	SF11/12		
10/29	Wilson	Am-Pres	SF11/16		
11/3	Johannes	Maersk	SF11/26	NY12/11	
11/11	Golden Bear	PacFar	SF11/28		
11/18	Marit	Maersk	LAI2/11	NY12/25	
11/22	Tyler	Am-Pres	LAI2/8	NY12/24	Ball/29 Bol/2
11/26	Japan Bear	PacFar	SF12/12		
12/3	Sally	Maersk	SF12/25	NY1/10	
12/18	Jeppesen	Maersk	LAI/12	NY1/27	
12/23	Filimore	Am-Pres	LAI/8	NY12/24	Ball/28 Bol/2/1
1/3	Susan	Maersk	SF1/25	NY2/10	

10/11	Cleveland	Am-Pres	SF10/25
10/20	Hoosier Mariner	Am-Pres	LAI1/7 SF11/13
10/22	Hoover	Am-Pres	SF11/4
10/25	Nicoline	Maersk	LAI1/12 NY11/27
11/2	Wilson	Am-Pres	SF11/16
11/6	Harrison	Am-Pres	LAI1/23 SF11/29 SF12/2
11/9	Johannes	Maersk	SF1/26 NY12/11
11/24	Marit	Maersk	LAI2/11 NY12/25
12/9	Sally	Maersk	SF12/25 NY1/10
12/25	Jeppesen	Maersk	LAI/12 NY1/27
1/9	Susan	Maersk	SF1/25 NY2/10

10/11	Chastine	Maersk	SF10/26	NY11/11
10/22	Hoosier Mariner	Am-Pres	LA11/7	SF11/13
10/27	Nicoline	Maersk	LA11/12	NY11/27
11/8	Harrison	Am-Pres	LA11/23	SF11/29 SF12/2
11/11	Johannes	Maersk	SF11/26	NY12/11
11/26	Marit	Maersk	LA12/11	NY12/25
12/11	Sally	Maersk	SF12/25	NY1/10
12/27	Jeppesen	Maersk	LA1/12	NY1/27
1/11	Susan	Maersk	SF1/25	NY2/10

10/13 Cleveland	Am - Pres	SF10/25
10/15 Chastine	Maersk	SF10/26 NY11/11
10/24 Hoover	Am - Pres	SF11/4
10/24 Hoosier Mariner	Am - Pres	LAI1/7 SF11/13
10/31 Nicoleine	Maersk	LAI1/12 NY11/27
11/4 Wilson	Am - Pres	SF11/16
11/10 Harrison	Am - Pres	LAI1/23 SD11/29 SF12/2
11/15 Johannes	Maersk	SF11/26 NY12/11
11/30 Marit	Maersk	LAI2/11 NY12/25
12/15 Sally	Maersk	SF12/25 NY1/10
12/31 Jeppesen	Maersk	LAI1/12 NY1/27
1/15 Susan	Maersk	SF1/25 NY2/10

<sup>2</sup> Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

**To fit the shoe . . .**

To introduce a new line of Italian shoes, Saks 34th Street, New York City department store, served authentic Italian coffee to all women customers.

The coffee—and the shoes—were reported to be popular.

## Vitamins, calcium, iron among nutritional values in coffee

Results of a scientific investigation of the nutritional values of coffee are reprinted in The Coffee Brewing Institute's monograph, "Nutritional Evaluation of Coffee, Including Niacin Bioassay," by L. J. Teply and R. F. Prier.

These findings were reported earlier at a meeting of the American Chemical Society.

Niacin, eight other B vitamins, extractable calcium and iron were found in coffee beverage, along with low levels of sodium and fluorine, the monograph states. These substances are essential for proper body functioning.

The niacin level is dependent on the degree of roasting. Dark roasts contained up to 43 mg. of niacin per 100 grams of coffee. This vitamin proved readily extractable in the preparation of the beverage, and survived the roasting process well.

The amount of niacin in the beverage was determined to be about 1 mg. per cup. Since the average adult requirement of niacin is somewhere between 10 to 25 mg. per day, three and a half cups of coffee daily will supply one fourth to one half of the necessary requirement.

## Eppens, Smith launches saturation ad campaign

The Eppens, Smith Co., Inc., roaster and packer of Holland House Coffee, has launched its fall advertising campaign with a spot radio promotion blanketing the New York City metropolitan area.

Using public service safety announcements, the Holland House commercials are heard 72 times a week, for saturation effect.

The safety announcements are geared to the seasons. During back to school time, the announcements included such phrases as: "We Protect Wild Life—What About Child Life", "Use Eyes—Save Pupils", "Children Look Up To You—You Look Out For Them", "Don't Take Big Chances With Little Children", and "See Tots Before Your Eyes".

In addition to the radio promotion, Eppens, Smith has also scheduled weekly newspaper advertisements in New York and New Jersey newspapers.

Both radio and newspaper advertising is being handled by the Scheck Advertising Agency, of Newark and New York.



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Boyd, Weir and Sewell Inc., General Agents  
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UNITED STATES NAVIGATION  
CO., INC., AGENT

17 Battery Place, N. Y. 4

BOwling Green 9-6000

## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Supply—1st of Brazil	Others	Month Total
1955							
November .....	2,048	1,017	996	2,013	1,129	303	1,432
December .....	2,115	842	1,007	1,849	878	222	1,100
1956							
January .....	1,516	738	905	1,643	780	571	1,351
February .....	1,894	828	977	1,805	880	445	1,325
March .....	2,329	1,126	1,226	2,352	1,192	421	1,613
April .....	1,558	860	716	1,576	822	456	1,278
May .....	1,336	622	694	1,316	695	586	1,281
June .....	1,810	866	837	1,703	930	543	1,473
July .....	1,883	957	828	1,785	1,060	599	1,659
August .....	1,441	729	809	1,538	970	582	1,552
September .....	1,802	912	718	1,630	998	574	1,572
October .....	1,424	804	655	1,459	916	654	1,570
November .....	1,338	650	616	1,266	828	636	1,464
December .....	1,241	735	651	1,386	903	703	1,606
1957							
January .....	1,749	917	809	1,726	1,064	655	1,719
February .....	2,026	906	927	1,833	1,362	611	1,973
March .....	1,956	1,224	1,060	2,284	1,233	668	1,901
April .....	1,209	500	528	1,028	729	547	1,276
May .....	1,431	546	906	1,452	759	663	1,422
June .....	1,301	544	792	1,336	732	606	1,338
July .....	1,122	563	550	1,113	545	635	1,180
August .....	1,588	571	1,044	1,615	599	675	1,274
September .....	1,290	634	579	1,213	667	645	1,312

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### Grocery sales of regular coffee were \$1,333,610,000 in 1956, instant \$355,100,000, survey shows

Regular coffee was among the top dozen products in sales increases in 1956, compared with the year before, according to a study by Food Field Reporter.

Regular coffee volume showed a gain of 13.5% in food stores, according to the survey, while instant coffee gained 9.9%.

Tea, according to the study, registered a loss of 0.8% in food store volume in 1956, compared with 1955.

Sales for the food and grocery industry as a whole showed a gain of 6.8%.

Total grocery store sales were \$39,341,000,000 in 1956, which compares with \$36,825,000,000 in 1955 and \$34,905,000,000 in 1954.

Of the 294 individual food and grocery products covered in the survey, 58.5% dropped below the rate of their 1955 sales gain, 15.4% actually suffering a loss in sales as compared to 1955. However 41.5% equalled or exceeded their 1955 rate.

Regular coffee sales in grocery stores during 1956 totaled \$1,333,610,000, compared to \$1,175,040,000 in 1955 and \$1,314,800,000 in 1954. The value of total domestic consumption of regular coffee (including institutional, restaurant

and government use, given in terms of retail store valuation) was placed at \$2,228,970,000 in 1956, compared to \$1,968,880,000 in 1955 and \$2,166,700,000 in 1954.

Grocery store sales of soluble coffee during 1956 were \$355,100,000, which compares with \$323,250,000 in 1955 and \$311,300,000 in 1954. Total domestic consumption of soluble coffee in 1956 was valued at \$402,980,000, compared to \$347,970,000 in 1955 and \$336,070,000 in 1954.

Regular coffee was 3.39% of total store sales, while soluble was 0.90%.

Grocery store sales of tea amounted to \$170,850,000 in 1956, according to the study. This compares with \$172,160,000 in 1955 and \$158,510,000 in 1954.

Total domestic consumption of tea, including the restaurant and institutional market, was placed at \$212,440,000 in 1956, \$213,070,000 in 1955 and \$199,600,000 in 1954.

Tea represented 0.44% of total store sales.

#### Rush-hour antidote

If rush-hour traffic gets you down, stop for a cup of coffee after work.

That's what a group of Chicago safety engineers recommend to drivers who travel to and from work by car.

Fatigue, they say, is the greatest single cause of rush-hour accidents, and three times as many accidents occur among workers going home at night as happen in the morning on the way to the job.

## SOUTHERN CROSS LINE

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General Agents

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# Editorials

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## Time to turn on the heat

An old problem is coming back to life in coffee. Indications are that we are again moving into a period of more coffee than present demand can absorb—at least for this crop and the next.

The shadow of the surplus has already made itself felt. Prices have slipped at the green end and have been cut at the retail level in the U. S.

The trend has been abrupt. Some coffee people here have been hurt. But the ones who have been feeling it most, and are most disturbed by the outlook, are the coffee producers.

As is true in any situation of stress, certain trends are being quickened, some developments are being crystallized.

Efforts to step up formation of an International Coffee Agreement are to be expected. It may well develop as a new, worldwide agency for coffee promotion.

But also to be expected is renewed pressure for measures focused on price—such measures as price floors and buffer stocks.

The temptation, in the current situation, to consider such measures is understandable. Price floors and buffer stocks seem obvious answers to sagging prices.

But the fact that an answer is obvious doesn't necessarily mean it's the best one.

A basically sound solution to the developing coffee problem is not possible if it is based on only half the picture. Price is a reflection of supply only in relation to demand. Measures applied solely at the level of supply may do far more damage than good—if the eventual effect is to hurt demand.

Another approach is possible. This approach takes into account the supply outlook, the existing demand—and sees a challenge and an opportunity.

*What better time than now, with surplus in the offing, to go after coffee potentials and turn them into consumption?*

American business has faced tight situations since the end of the war, several of them. It used to be that if you saw the beginning of a recession, you got busy pulling in your horns. You sliced the non-essentials, especially such easy-to-cut activities as advertising and promotion. The net result, usually *was* a lot of economy—and a lot more recession.

American businessmen are wiser now than before the war, more mature. This was pointed up recently by Gordon C. Bowen, chairman of the board of the Premium Advertising Association of America, when he spoke to the recent Premium Advertising Conference:

*"The time to turn on the heat still more is just when*

*things get a little tighter. That's when more advertising, more sales promotion, and more and better premium and incentive promotions can turn the tide.*

*"Several times since the end of World War II American business and industry has confounded the experts by turning on the heat of creative selling and yanking us out of what some prophets viewed as a certain recession. We not only can do it again, but we must.*

*"And the proven techniques of premium incentives are an invaluable tool in that large task. That, I suspect, is one reason why the use of premiums and sales incentives has just about doubled in the past ten years."*

Mr. Bowen emphasizes premiums, of course, but the basic point is there: *"The time to turn on the heat still more is just when things get a little tighter."*

Progressive coffee men, in this country and in the producing areas, have long been aware that many great coffee potentials have barely been tapped.

There is the great potential in better brewing. As we mentioned on this page in August, if promotion of better brewing succeeded in getting a 50-cup-per-pound average, compared to the indicated 1956 level of over 62, it would mean as much as 4,000,000 more bags of coffee volume a year!

There is the potential of iced coffee. Industrywide campaigns on this for the second successive year are bringing results. But the surface of this \$100,000,000 summer potential has only been scratched.

There is the youth market. This represents immediate additional volume—if reached successfully with techniques developed for the field—as well as long-term volume.

There is coffee vending, which has grown enormously, but is taking new impetus from bold developments in the equipment itself, to yield a better cup. Full exploration of this potential by the coffee industry has never been made.

There are other potentials, each of them offering possibilities for tremendous additional volume, such as the coffee break itself . . . further development of variety coffees . . . additional uses for coffee, such as for flavoring.

All these potentials can yield results—if promotion is brought to bear with new power and aggressiveness, with new, bold techniques, where indicated.

If the outlook is for a favorable supply outlook, this is the time to "turn on the heat."

This is the time, above all, to clear the way for the increase in funds for stepped-up industrywide coffee promotion by the Pan-American Coffee Bureau.

## 5 important steps in our service to the Tea Trade



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# price deal tide to ebb, convention hears

**hard-hitting hot tea drive revealed; \$1,200,000 campaign  
is biggest yet; Parker, Liptrott, Irwin, Jr., reelected;  
rain cancels outdoor sports, leaves enthusiasm undampened**

The tide of price-off deals in tea merchandising, which had engulfed virtually all leading brands, may now be on the ebb.

This was indicated at the 12th annual convention of the Tea Association of the U.S.A., held at the Greenbrier, White Sulphur Springs, W. Va.

Tea leaders revealed a growing discontent with the price-off deal as a way to build long-term brand gains and enlarge the basic industry market.

Investments of millions of dollars in such deals could better be turned to constructive promotion, the tea people stated from the platform.

Changes in leading brand policies on the deals may be in the offing, it was indicated.

The 12th convention, on familiar stamping grounds at The Greenbrier, ran into unfamiliar weather—continuous rain which canceled all outdoor activities.

Although golfers were, of course, disappointed, the downpour could not dampen tea convention spirits. Business sessions were spirited, and Circus Night turned up as much hilarity, in costumes and otherwise, as ever before.

The hardest hitting hot tea campaign yet, being launched by the Tea Council of the U. S. A. this fall, was presented to the convention by Guy S. Saffold, account supervisor on the Tea Council for the Leo Burnett Co., Inc.

The campaign is the heaviest in the history of the industry, with a budget of \$1,200,000.

It also uses a new approach, expected to jolt "a great portion of the public, slumbering now where tea is concerned." The campaign is frankly competitive," aimed at those people who are right now thinking and worrying about their present beverage habit," Mr. Saffold explained. "They are ready for change."

That present beverage habit, as clearly implied in the new television commercials, is coffee drinking.

Tea sales through food stores have remained static for the past two years, Burton V. Lee, vice president of the A. C. Nielsen Co., bluntly told the convention.

"Without a doubt the tea bag has been an important factor in the growth of tea consumption during the postwar period," Mr. Le Vee said. "The success of this major product change was believed due to the basic convenience appeal over regular packaged tea and was obviously acceptable to the consumer, despite its higher price."

Mr. Le Vee warned that the tea bag may have already made its maximum contribution to tea consumption growth.

"While tea bag volume in this country is still growing through 1957, it is increasing at a rate no longer sufficient

to do more than offset the reported decline in demand for packaged teas."

Edward C. Parker, president of the Tetley Tea Co., was reelected president of the association for the coming year. Also reelected were R. E. Liptrott, of Salada-Shirriff-Horsey, Inc., as vice president, and P. C. Irwin, Jr., of Irwin-Harrisons-Whitney, Inc., as treasurer.

Reelected to the board of directors were Robert Compton, president of Bingham & Co., Inc.; Joseph Diziki, vice presi-

## **Full convention report, pictures in next issue**

*Detailed reports on the 12th convention of the Tea Association of the U.S.A., and pictures, will appear in the next issue of COFFEE & TEA INDUSTRIES, formerly The Spice Mill.*

dent of the Carter, Macy Co., Inc.; Harry L. Evans, B. Fischer & Co.; Mr. Liptrott; and Angus W. McAdam, A. W. McAdam Co.

Mr. Compton and Mr. McAdam had been serving on the board to fill unexpired terms.

A tea convention precedent was set by a workshop panel on public relations. Moderated by Fred Rosen, publicity counsel to the Tea Council, the panel turned up significant ideas on using tea salesmen to open up new areas for tea publicity in local organizations, newspapers and other media.

On the panel were H. W. (Chester) Chapman, of the Dannemiller Coffee Co.; J. P. Graham, Tetley Tea Co., Inc.; Mr. Liptrott; and Edward J. Vinnicombe, Jr., McCormick & Co., Inc.

Reports were also made to the convention by representatives of tea producing countries and the food and restaurant markets for tea in the United States. Details on these talks, and on other convention proceedings as well as pictures, will appear in the next issue of COFFEE & TEA INDUSTRIES.

The new attitude on price-off deals in tea merchandising was put to the convention in blunt terms.

In his keynote talk, President Parker pointed to the increase in the Tea Council budget by \$750,000 this year.

"We all think this is a wonderful accomplishment," he said, "yet a sum more than ten times this amount is available to us."

*(Continued on page 52)*

#### **Argentina's tea output reached**

#### **18,000,000 lbs; exports seen**

Tea production is zooming in Argentina.

Production last year reached 18,000,000 lbs., from 2,000,000 in 1953.

The output is expected to hit 24,000,000 lbs. in the next few years, since few of the gardens are yet at full capacity.

The Tea Growers' Association estimates domestic consumption at 5,500,000 lbs., leaving a large surplus for export.

However, the extent to which Argentina becomes a factor in the world tea market will depend on the ability of producers to improve the quality of the tea. This will require better harvesting and processing methods.

Argentina's tea gardens cover an estimated 81,500 acres, and are expected to be in full production within three years.

Argentina tea production is concentrated in the province of Misiones, lying on the northeast border between Brazil and Paraguay, and in a narrow fringe of nearby Corrientes.

Growing conditions for tea in Argentina may be summarized as good but not optimum, with too hot a summer and not enough altitude to secure highest grades of tea and too cool a winter for maximum yields.

So far little has been done to improve varieties.

#### **Harold Keen heads Tea Council of Canada,**

#### **succeeds A. M. Wilson, first chairman**

Harold L. Keen was appointed chairman of the Tea Council of Canada at the annual meeting of the board of directors in Toronto.

Mr. Keen succeeds A. M. Wilson, who retired from the post, which he had held since the formation of the Council in 1954.

Mr. Keen brings to the position the benefit of a long career in the tea business, which he started on the London tea market at the age of 18. He spent many years in the Far East, Formosa and China, with Brooke Bond & Co., Ltd., and in the United States, where he has travelled extensively.

Mr. Keen came to Canada five years ago and is now president of the T. H. Estabrooks Co., Ltd., and Brooke Bond Canada, Ltd.

He has served as president of the Tea and Coffee Association of Canada for the past year.

"The Canadian tea industry is greatly indebted to Mr. Wilson for the work he has performed in laying a solid foundation for the Tea Council," Mr. Keen said.

"Since its inception Mr. Wilson's leadership of the Council has been inspiring and unfailing and I know that all the members join me in paying high tribute to him.

"The advertising performed by the Tea Council has already begun to show results, as tea consumption in Canada has increased during the last three years."

Mr. Keen urged all Canadian tea packers actively to assist in the work, so that tea can maintain its rightful place as Canada's national drink. Mr. Keen expressed his thanks to the Indian and Ceylon governments for their continued support of the tea program in Canada.

#### **Slogans we like**

"Pitcher of contentment".

Slogan on billboards for Lipton Iced Tea.

## **HENRY P. THOMSON, INC.**

### **TEA IMPORTERS**

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*Member: Tea Association of the U.S.A.*





New and old in teapot design on the U. S. market. Left: The Teakoe Teamaker, made by Ekco Products Co., has a Pyrex glass base and a stainless steel "flavor control" basket.

Center: One of Hall China's best sellers, Model 1412, the old, old teapot shape with extra flare at the lip. Right: A German import, the JENA all-glass teamaker, which has an infuser.

## teapots in the U. S.

**How many are there? Are more of them being sold today**

**— or less? Can we expect a teapot boom? The tea industry**

**feels it has a vital stake in the answers . . .**

Tea people look at the teapot with nostalgia, impatience—and a deep, stubborn hope.

The teapot, most any tea man feels, is the proper way to brew tea. Even with tea bags, he insists, pot brew is far superior to cup brew. Moreover, he has facts which link pot brew to heavier per capita tea consumption.

But he is irked by what he considers to be teapot industry apathy. Each year he sees dozens of new coffee makers come into the market. They range from one or two cuppers to big party units. Most are new in style. Others push home automation several notches further, with self-timing cut-ins, cut-offs and warmers.

But in teapots, what's new? Not much, the tea man feels. New and very worthwhile teapots have broken through in recent years. But they are rather the exception, the tea man thinks. Most teapots, he believes, stick too much to pattern.

Yet the tea man has a deep and abiding hope. He is convinced tea will really take hold in this country when more people get to know the real beverage, properly brewed. Apart from drastic changes in tea itself, as a product, he hopes for revitalized teapots as one fulcrum for this trend.

He would like to see a teapot industry charged with initiative and imagination, constantly developing new teapots more desirable to American homemakers, and backing them with powerful, aggressive promotion.

Nurturing this hope are survey facts. Elmo Roper, to cite one highly authoritative source, came up with these statistics from a nationwide survey:

1. People who brew their tea in a pot tend to be more regular tea drinkers. Of the families who drink tea every

day, 41% brewed the beverage in a pot as opposed to the 30% who did so in a cup.

2. People who use loose tea are more apt to prefer a pot than the people who use tea bags. But if tea is prepared for three or more people, even two-thirds of those who use tea bags, brew in the pot.

3. Lone tea drinkers tend to brew their tea in a cup, on a 33% basis. However, the minute it becomes necessary to make a batch of tea for three or more persons, 71% use teapots.

As a result of a five cities survey conducted by Leo Burnett, Inc., it was learned also that nine out of ten teapot users brewed tea properly—that is, they placed the tea in the pot first and then drew the boiling water over it. But almost one-quarter of all cup brewers do it wrong: they first pour the water and then put in the tea.

These are the facts which keep the tea man turning hopefully to the teapot. It's simply that with teapots, he is convinced, people brew better tea—and with a better beverage in the cup, more people will drink more tea.

Hoping for a booming teapot trend is good—but not good enough. What is needed is a realistic attitude, based on specific facts on teapots in the United States today.

What, then, is the situation? Are teapots a growing "commodity"? Or are they slipping? What kind of thinking is there among the people who make, distribute and retail teapots? Why do consumers buy teapots? How does it look for a revitalization of teapots in America? What can the tea industry do?

To supply at least some of the facts, COFFEE & TEA IN-

DUSTRIES went to teapot manufacturers, importers, distributors and retailers. Here is what we learned . . .

More than 3,500,000 teapots are sold in the United States market every year. Of these, about 63% go into the home; restaurants and other institutions take the remaining 37%.

Out of every 100 families, 73 own and use at least one teapot; 27 of these have more than one teapot and at least 5 families out of the 100 own 4 or more.

Yet, from M. W. Thompson, treasurer of The Hall China Co., which leads the field of American manufacturers with a production of three-fourths of the total quantity of teapots made in this country, comes a rather grim statement.

"I wish I could say tea drinking was increasing," says Mr. Thompson, "but it is not." In his opinion, tea has not become more popular in recent years.

Mr. Thompson bases this dry-fact comment on the teapot sales of other companies as well as his own.

"Whenever coffee goes sky-high, there is always a little flurry," Mr. Thompson continued. But when conditions settle down, "tea is just holding its own."

Why does this situation exist? Mr. Thompson attributes it to the fact that "there are not enough of us popularizing the use of tea." He believes that several individual packers, as well as the Tea Council, are doing a fine job. But, "There aren't enough of us doing similar jobs."

What is the solution. "More tie-ins," is one answer, says Mr. Thompson. Tea and teapots should most definitely get together more in promotions, he feels.

Several top merchandisers share this sober view of what is happening. Both the china and the housewares buyers of one of New York's largest department stores concurred that the teapot was one commodity on which they did not do volume.

Said the china buyer, "In England, tea drinking is a big thing. You drink it 99 times a day. Here, we have the coffee break."

The housewares purchaser stated unrelentingly that the teapot market has been deteriorating for a number of years. This executive spoke for a store that carries a large variety of teapots. "If it's made, we have them," he said. "But they just don't sell. Maybe the reason is that people just don't drink tea. Another, is that the younger generation doesn't go for it."

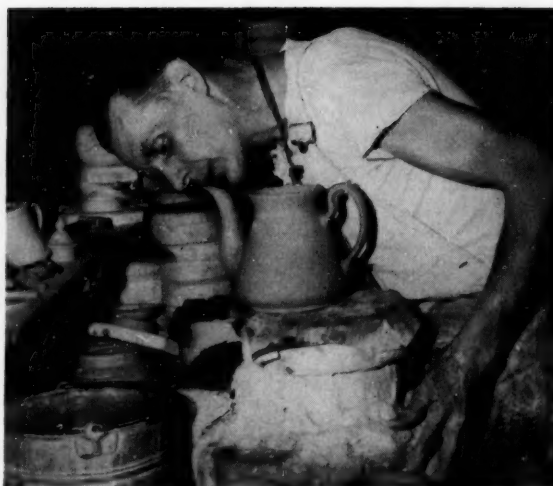
M. C. Deichmiller, spokesman for the huge F. W. Woolworth Co. chain of variety stores, reportedly doing a tremendous job with teapots, frankly stated that "We don't do too much on teapots, especially on domestic ones. Our volume in the sale of teapots is not very great. Most of the teapots we do sell are imported types. Now if we were talking about coffee pots . . ."

#### Sees upward trend

These comments, from some of the top manufacturers and retailers of teapots, are significant. They are hardly optimistic. Can these companies be expected to initiate a revitalization of the teapot? It would certainly be unlikely, as their attitudes stand now.

Does this mean no revitalization of the teapot is possible? Not at all, for not everyone in the teapot business is gloomy on the outlook.

For example, Norman Kwaloss, glass and china Buyer for L. Bamberger & Co., the large department store in Newark, N. J., was inclined to think that teapots were an advancing commodity—even though, he added jokingly, that the mod-



A caster at the Hall China plant finishes a teapot in the clay stage.

ern generation drinks Scotch, not tea."

Importers, particularly, spoke glowingly of the progress the product has made.

R. W. Guenkel of Justin Tharaud & Son, Inc., importers of the teapots made by the Sadler factory in England, which "ships more teapots than all the other factories combined," estimates that "since August, 1956, we have shipped to date approximately 102,630 teapots. This represents almost one tea pot sold every *FIVE MINUTES* for the past 365 days."

Mr. Guenkel does not have comparative figures to show the percentage of increase from year to year, "but our sales have been mounting steadily each year," he states.

His estimates, he believes, reflect a fairly steady demand. "Although when coffee prices were very high several years ago, this demand was even heavier for a while, until things levelled off somewhat," he recalls.

#### Luxury teapots

Fisher Bruce & Co. is a concern that imports the Gibson line of teapots, which their New York man, Knight Mirrieles, describes as "the Tiffany of the teapot industry." From this company came this report: "The teapot is very definitely on the increase. Already, we are 40% ahead this year than we were in 1956."

Fisher Bruce imports an elaborate teapot. Many of their models have platinum and solid gold spouts and handles. Some of these don't even appear on the English market because the English housewife wants a simple teapot. Mr. Mirrieles feels that when the American woman buys a teapot, she is doing so because she wants a decorative adjunct to her dinner service.

In this sense, his company's sales increases do not supply a valid commentary on the American consumer's tea drinking habits, except indirectly.

Peter M. Cornelius, housewares buyer at Lewis & Conger, also saw the sale of teapots as being on the increase. Mr. Cornelius, too, believes that people generally buy teapots to match the decor of the table, or on the basis of a combination of good looks at the table and functional capacity in the kitchen.

For the most part, however, manufacturers and merchandisers agreed that people bought teapots because they wanted to make tea. A teapot is only secondarily a gift item.

Generally speaking, however, merchandisers on all levels,

from small town hardware stores to large department stores, felt that the teapot was waning in popularity.

Perhaps an inference can be drawn from the fact that sales of the decorative teapot are on the increase, whereas the purely functional pot is holding its own, and no more.

Apparently, there has been an increasing trend to sell teapots as part of dinnerware sets.

From the china buyer of a top department store, comes this comment: "The only thing that motivates the customer to buy a teapot is if she wants to get one that matches the pattern of her dinnerware."

"For many years, we included teapots in some of our larger dinner sets," reports J. D. Thompson, of the Homer Laughlin China Co., one of the country's largest manufacturers of dinnerware. Then about ten years ago, promotion people took the idea and used it as a "gimmick."

In other words, if a woman would accept a set and look it over, and then send it back, she could keep the teapot. "Well, that made the tea pots popular and, now, if you put it up to a customer as to whether or not they will take a teapot or a casserole in a set, they will usually say the teapot," Mr. Thompson reports.

How about promotion of the teapot? What is done on this? From most of the outlets, the answer is, "Nothing."

#### In Kresge stores

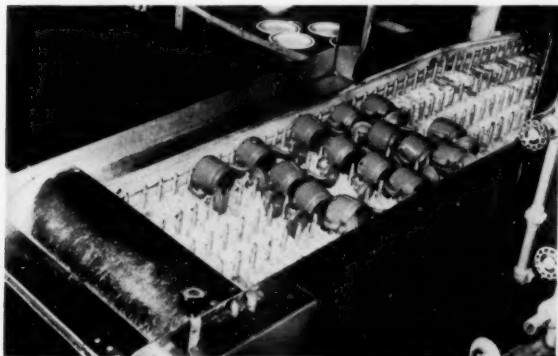
"For years teapots have been a very slow item with us," reports R. Blackley, manager of the S. S. Kresge Co., a 5-10-25¢ operation in Morristown, N. J. "Lately, it has started selling better."

Yet Mr. Blackley thinks promotions would not help the sale of teapots any. "A teapot is something you buy for a lifetime. You may break a cover now and then, but once you buy it, you have it."

Mr. Blackley believes it is only the item that the customer is likely to buy several times a year that lends itself to promotion.

Bamberger's Mr. Kwaloss, on the other hand, recently conducted a promotion of teapots in the company's Plainfield, N. J., store, and it "certainly sold more teapots." Mr. Kwaloss suggests that promotions "that encourage making better tea via teapots" would be helpful in increasing sales.

Several merchandisers, even those outside the big city areas, thought that promotion would certainly move more teapots. Sy Gray, proprietor of a New Jersey country hardware supply store that sells everything from "a needle to a tractor," would like to see more TV and radio advertising that sells the basic idea of drinking tea.



Teapots are used in many of the better restaurants. This is the correct way to put teapots through the dishwasher.

OCTOBER, 1957

Teapots, to all intents and purposes, are placed on the retailers' shelves, and there they sit, awaiting customers. Only in the area of teapot premiums has your COFFEE & TEA INDUSTRIES reporter been able to spot activity.

McCormick & Co., Inc., in Baltimore, has run the teapot in various sizes as a premium on tea sales for many years. So we queried them on what success they have had. William H. Hall, manager of the tea department, had this to report:

"We feel results of all these promotions could be termed as successful according to the various territories where this premium was used and conditions of tea sales in the specific territories at that time.

#### What size?

"We have used the two-cup size, three-cup size and a six-cup Brew-o-lator teapot at various times on different promotions. Of the three, greatest success has been achieved with the Brew-o-lator teapot. This is probably due to the unique feature this teapot contains—a 'well' insert at the top which makes for easy handling where loose tea is used.

"Promotions have been run both at the point of sale and on a mail-in basis—box top mailed in together with cash. Greatest success has been experienced when teapots were used at the point of sale.

"However, we must advise this is a costly venture from the point of view of handling, salesmen's time and breakage. Also, of late, chain operators do not view such promotions with favor, being disinclined to give promotional space for same, and in more than a few cases, feel such sales take away from their own sales of teapots in their non-food departments.

"We can advise, however, fair results were secured when the six-cup Brew-o-lator was offered on a mail-in basis. We are of the opinion that our success, or the attractiveness of this teapot to the consumer, was mainly due to the unique 'well' feature the teapot contains. We would have reservations about building a promotion on a plain, everyday teapot.

"We feel the item offered should have uniqueness of design, color or manufacture."

#### What's new in teapot manufacture?

Today's hardware departments feature teapots made out of every conceivable material. Stone, glass, aluminum, stainless steel, iron, porcelain, chrome, crockery—all are grist for the teapot manufacturer's mill.

However, automation still has not fully come to the earthenware teapot, which still maintains an extremely high percentage of popularity over all newcomers. The Hall China Co. is the only firm to have a machine that can manufacture these teapots. But they use it only for large quantity orders.

As Mr. Thompson explained, "It is like the manufacture of glass bottles. They are hand-crafted, but when a large order comes in, the machine gets the job."

Innovations in teapot design do appear. Convenience is a factor that the American manufacturer tries to build into every commodity, and some teapots do show this influence.

The Mirro Aluminum Goods Manufacturing Co., for example, features an aluminum teapot that performs the entire tea-making process, and can go from range to table. From the Corning Glass Works comes a Pyrex Coffee and Tea Maker combination.

Tea bags and their excellent acceptance have brought designs that try to cope with the problem of what to do with the tea bag when it becomes soggy. From the Ekco Products Co. in Chicago comes one solution in the form of a trans-



parent container with a stainless steel base. The tea drinker can gauge the beverage's strength by the color of the tea in the bowl. When it reaches the desired strength, he pulls the bag to the top of the Pyrex glass bowl, slipping the string around a cleat on the handle for easy storage of the bag while the tea is being poured.

The Tea-Bagger, as this pot is called, holds two 5½ ounce cups. Its manufacturer claims that his sales among restaurant and institution operators are increasing each year.

What kind of teapots sell best?

Before they will stock a teapot, most store buyers look for two things:

1. A built-in strainer between the spout and the body of the pot so tea leaves won't go through the nozzle. This is of particular value to the people who brew loose tea.

2. A cover that fits tightly and won't fall off when you pour.

#### **Still the best seller**

These functional requirements explain why stores like Lewis and Conger report good results with the infuser-type teapot, a model that eliminates getting tea leaves in your cup when you pour.

But "the sweet china teapot, moderately priced," as one top department store merchandiser phrased it, tops all teapot best-seller lists.

And the best of all popular sellers is the familiar—and inexpensive—brown or black teapot, the model known as the Rockingham.

Burnett's five cities survey supports these comments. This study showed that over 80% of all teapots used are of earthenware or china.

Despite some use of modern materials and design, the good, old-fashioned earthenware, "squatty" teapot continues

to account for most of the volume.

The Hall China Co., for example, makes literally "hundreds and hundreds of shapes. But fundamentally, the same old traditional shape sells the best."

Foreign teapots seem to be making considerable inroads on those manufactured in the United States. Lower price is the main factor here.

Teapots in the home range in size from three to ten cups. However, according to an estimate based on U. S. production figures, two-thirds of all pots are of the six-cup size. More than half of all restaurant teapots are eight-ounce size.

Here, then, are some of the facts on teapots in the United States today. Some of the attitudes among the manufacturers and retailers are contradictory. On other aspects more facts are needed. But several things are clear.

Teapot manufacture in the United States, technically, is in its infancy. Hand labor is used to an extent long since outdated in most other fields.

Teapot merchandising is, as a rule, non-existent. Manufacturers and distributors do not back the product with the kind of advertising, promotion and merchandising sold successfully in the United States.

The teapot market is vague. The potential has not been given serious study. The reasons why people buy teapots—separately as well as in dinnerware sets—have not been adequately researched, as guides for sales programs—and for teapot design.

The tea industry, sympathetic to teapots, doesn't know just how to be most helpful—in building teapot usage as such or, through tie-ins, their own tea brands.

Clearly more industry exchange of ideas and more digging for facts, is in order.

## **IRWIN-HARRISONS-WHITNEY INC.**

### **TEA IMPORTERS**

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)  
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)  
MEDAN (SUMATRA) • TAIPEH (FORMOSA)



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**We offer a comprehensive Tea Brokerage  
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**91 WALL ST.**

**NEW YORK CITY 5**



## Tea Movement into the United States

(Figures in 1,000 pounds)

	June 1956	July 1956	Aug. 1956	Sept. 1956	Oct. 1956	Nov. 1956	Dec. 1956	Year 1956	Jan. 1957	Feb. 1957	March 1957	April 1957	May 1957	June 1957	July 1957	Aug. 1957
<b>Black</b>																
Ceylon	3,331	3,530	4,635	3,354	3,880	1,535	2,433	42,871	3,102	2,755	4,351	4,290	6,220	5,695	4,207	4,846
India	1,989	1,566	1,751	1,546	2,988	1,738	2,572	31,719	3,909	2,333	2,208	2,927	3,139	2,730	1,647	1,315
Formosa	623	413	204	583	646	432	529	4,179	532	351	447	525	291	142	167	373
Africa	384	529	349	232	349	282	532	4,384	404	339	414	187	376	227	484	228
Indonesia	1,017	1,242	951	1,436	740	916	1,117	12,492	1,608	1,193	1,453	1,106	1,374	1,067	1,113	894
Japan	51	67	103	49	6	30	11	803	31	42	124	95	24	3	15	28
Misc.	91	75	126	118	94	99	197	1,589	258	169	314	627	421	358	112	320
<b>Green</b>																
Japan	82	298	978	251	482	248	38	2,924	79	21	15	139	9	82	433	464
Misc.	10	...	10	43	21	31	4	177	2	6	15	13	3	6	13	24
<b>Oolong</b>																
Formosa	16	13	33	55	37	36	39	306	28	32	21	29	...	2	4	31
Canton	1	2	5	4	16	17	9	65	2	3	3	1	6	5	3	5
Sent'd Ctn	6	3	3	3	9	3	10	63	5	4	7	7	3	15	3	2
<b>Mixed</b>	4	5	9	26	21	5	15	121	17			6	5	4	6	14
<b>TOTALS</b>	<b>7,605</b>	<b>7,743</b>	<b>9,157</b>	<b>7,700</b>	<b>9,289</b>	<b>5,372</b>	<b>7,506</b>	<b>101,692</b>	<b>9,977</b>	<b>7,248</b>	<b>9,372</b>	<b>9,952</b>	<b>11,871</b>	<b>10,336</b>	<b>8,207</b>	<b>8,516</b>

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

### H. M. Tibbetts named to direct Salada

#### operations as assistant to Liptrott

Appointment of H. M. Tibbetts as associate vice president of the Salada Division, Salada-Shirriff-Horsey, Inc., has been announced by Grant Horsey, president of the company.

Under R. Edward Liptrott, vice president and Salada Division general manager, Mr. Tibbetts will direct all operations of this old New England tea company, which blends and packages Salada Tea for markets throughout the central and eastern United States.

A native of Augusta, Maine, Mr. Tibbetts is a graduate of Harvard University and a veteran of World War II, serving in China with the 14th U.S. Army Air Force.



H. M. Tibbetts

He began his business career with a major life insurance company as a management trainee and management engineer. He was a world travel writer for the North American Newspaper Alliance, and joined the Lever Brothers Co. in 1950 as assistant advertising manager for the Good Luck Division.

Prior to his present appointment he was product group marketing manager responsible for all advertising, promotion and planning for four food products marketed by Lever Brothers.

### Tea taster Dimes is keynoted in new Tetley advertising

"Mr. Tea—The Tetley Tea Taster".

That's the headline in new Tetley Tea advertising in the New Yorker Magazine. Dominating the full page is a

four-color picture of Albert Dimes, who is well known in the tea industry.

The agency, Ogilvy, Benson & Mather, hopes to make Mr. Dimes as famous as Commander Whitehead and Baron Wrangell, the man in the Hathaway shirt.

Copy in the first advertisement reads:

"Albert Dimes is the Tetley Tea Taster. He is an Englishman.

"He can tell you the daily temperature in Sumatra. He knows the soil conditions in every district of Darjeeling. He keeps a knowing eye on the politics of Ceylon.

"Dimes selects the teas for the Tetley blend. No simple job. A single bag of Tetley contains teas from twenty-two different plantations, sometimes more.

"Dimes studies the bouquet. The body. The pungency. The color. He may taste as many as six hundred teas in a day.

"His particular passion is the tiny leaf that grows on the top of the tea plant. These exquisite little leaves make it possible for you to get a better cup of tea from a Tetley tea bag than you can get from ordinary loose teas. Better by far."

The campaign centers on the theme: "Tiny tea leaves that can only be used in tea bags are the secret behind Tetley Tea's succulent flavor."

### William Galvin, Jr. named v.p.

#### and sales head by C. H. Dexter

Dexter D. Coffin, Sr., president of the C. H. Dexter & Sons, Inc., Windsor Locks, Conn., manufacturers of industrial papers, has announced the appointment of William W. Galvin, Jr. as vice president and sales manager.

Mr. Galvin, who lives in Suffield, is a native of Hartford and attended schools there, as well as Loomis Institute in Windsor.

Prior to assuming his duties at C. H. Dexter & Sons, he was employed by the Underwood Corp. and Marchant Calculators, Inc.

**Topco Associates names Risteen  
manager of coffee, tea products**

Robert W. Risteen has been named to the newly created post of coffee and tea products manager of Topco Associates, Inc., Chicago, packagers and distributors of private label grocery and frozen food products to 27 leading regional supermarket chains, it was announced by George Doherty, Topco assistant general manager.

The new post will encompass purchasing, packaging, market research, point-of-sale promotion and other merchandising of Topco coffee and tea products.

Mr. Risteen has been associated with the Minnesota Mining and Manufacturing Co., Inc., St. Paul, for the past eight years as a sales engineer in the marketing of consumer packaged goods.

Born in New York City, Mr. Risteen was graduated from Indiana University in 1949 with a bachelor of sciences degree in marketing.

**Shellmar-Betner enters  
foil label production**

The Shellmar-Betner Flexible Packaging Division of the Continental Can Co. has entered the production of square and rectangular foil labels for metal cans, glass bottles and fiber containers.

A new wide, high-speed glue moulder is being installed by the division to increase its capacity for the production of labels made of foil-paper laminations. Die-cutting equipment will also be installed in the near future to permit production of label shapes other than square and rectangular.

**New U. S. representative  
named for Shinnihon Line**

Nobushigi Dan, for the past two years United States representative for the Shinnihon Line, has returned to Japan, it was announced by the Texas Transport and Terminal Co., Inc., general agents for the Shinnihon Line.

Mr. Dan has been succeeded by Yuzo Goko, formerly assistant general manager of the Shinnihon office in Kobe, and a director of the company.

The Shinnihon Line operates a Japanese flag service between U. S. Atlantic and Gulf ports and Japan.

**price deal tide to ebb**

*(Continued from page 45)*

"The following figures are rough estimates, but I would wager the end result is about right. Tetley does about 10% of the tea business sold in the grocery stores in the U. S. and spends about \$1,000,000 a year on advertising and promotion of different types. Probably the total trade spends \$10,000,000 to advertise and promote all the various brands.

"The joker is that we spend another \$1,000,000 a year to sell our tea cheaper than our competitors at some time during the year, while they do the same thing at some other time. Therefore, all of us spend \$10,000,000 a year giving 5¢ off, 10¢ off, 12¢ off, 15¢ off, 20¢ and 21¢ off, or 16 tea bags either free or for one cent.

"Believe me, I have not included in that \$10,000,000 amounts given to induce the grocers to buy more tea than

*(Continued on page 54)*

## FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

### TEAS

#### AGENTS FOR

GEO. WILLIAMSON & CO.  
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CALCUTTA, INDIA

WHITALL & CO.  
COLOMBO, CEYLON

W. P. PHIPPS & CO.  
BATAVIA, JAVA

MANUEL SARAIVA JUNQUEIRO  
MOZAMBIQUE, PORTUGUESE E. AFRICA

LIAZI AGRICOLA LTD.  
MILANGE, PORTUGUESE E. AFRICA

CHUN HO COMPANY, LTD.  
SHANGHAI, TAIPEH



"And you get a  
really great lift  
from Lipton's  
brisk flavor."



## character in packaging

Redesign of a package usually means going more modern, more streamlined. But that isn't always the case. In at least one recent instance, reported in *Modern Packaging*, redesign of a family of tea packages, the reverse was true.

The Jewel Tea Co. decided to drop the rather modern design on its tea packages for its home delivery routes and to return to the Oriental motif it had abandoned five years ago.

"Design of the 'modern' school may be out of place if it fails to convey the special character of a product," commented *Modern Packaging* in an article on the Jewel Tea redesign. That was the thinking behind the company's decision to revamp the appearance of the cartons.

The chief drawback of the now discarded design, reported *Modern Packaging*, was that it did not connote the product or its use.

The Cartons were overwrapped and printed cartons in yellow and brown, or yellow and green. Easy-to-read copy identified brand name and product contents. But the design, while clean and attractive, could denote almost any product. Nor did the color have a strong tie-in to product identification. In addition, Jewel felt that the design overplayed the brand name at the expense of variety designation.

"Jewel faced an additional problem before arriving at its solution," *Modern Packaging* observed. "Its new home delivery tea packages had to be markedly different from those used for its retail store outlets. This is necessary since there are many marketing areas in which home delivery routes and retail stores are adjacent or slightly overlap. Jewel's supermarket tea package, for instance, uses the technique of a split illustration on opposite sides of the carton to form one billboard design when two packages are grouped together. These packages have a silhouetted blue teapot against a yellow background."

Jewel considered many different designs and types of packaging materials for the new home delivery cartons. The company decided to retain the triple-wrap materials of the former packages. This wrap consists in the case of the tea bag package of cellophane, folding carton and the tea bag itself; in the loose tea package of overwrapped paper, carton and inner waxed paper liner.

The new packages use the Oriental motif discarded five years ago—but cleaned up and made easier to read.

The discarded Oriental theme was handled in bright red and black, with a large green, fire-breathing dragon coiled around the Jewel Tea logotype.

"Jewel felt the dragon was a symbol that would quickly identify a tea package without conflicting with its retail-store packages," *Modern Packaging* noted.

The dragon was, therefore, retained, but in simpler form



Old and new packages for Jewel Tea's route division. Both are easy to read but the old design (left) lacked product identification. New packages have Oriental motif and color tie-in for types of tea (green and black). Picture by *Modern Packaging*.

and reduced in size. A new thatched background in black and gold was added to further suggest the Oriental origin of the tea.

Colors are now used to identify the two main varieties of tea. Green tea packages are predominantly green; black tea (orange pekoe and pekoe) predominantly a burnt-orange color.

The dragon motif runs in the green or burnt-orange color of the carton, and is integrated into the color panel.

The cartons are supplied to Jewel Tea by the Ace Carton Corp., Chicago, *Modern Packaging* reported, and the labels by the Western Printing & Lithograph Co., Racine, Wis.

### How many coffee cans are made in the United States in one year?

A total of 888,000,000 metal coffee cans were manufactured in the United States during 1956, compared to 844,000,000 cans in 1955, according to the Can Manufacturers Institute, Inc.

On the basis of U. S. population in 1956 of 168,000,000, per capita usage of coffee cans was five cans per person.

### Slogans we like

"Careful brewing makes the *best* coffee even better."

Slogan used for Chase & Sanborn Fancy Mark Coffee in advertising to the restaurant field.

## price deal tide to ebb

(Continued from page 52)

they need, or before they need it, or to push a particular brand to the exclusion of the others.

"The A. C. Nielsen Co. has been telling us all for years that this is stupid. The encouraging fact now is that most of us finally believe them and will be trying to do something about it."

Mr. Parker said there is evidence "that more of this money will be channeled either into Tea Council advertising or constructive brand advertising which tells the consumer how good tea, any tea, is to them and for them."

Robert B. Smallwood, chairman of Thomas J. Lipton, Inc., also emphasized the need for more forceful product advertising, rather than price-off deals.

Mr. Le Vee cited evidence indicating that the industry might well step up the effectiveness of its promotional dollar by tapering off on deals.

He emphasized that "we can show you a large number of case histories from our files pertaining to the special factory pack offers, which strongly suggest:

11. That while these consumer and trade promotions create substantial increases in sales measured at the factory, sales at retail are much less dramatic.

"2. That, as a rule, consumer sales gains are temporary.

"3. That the only way to create a sustained sales gain is to continually increase the volume of special offers.

"4. That, as a rule, these types of promotions seldom stop a long-term decline in the sales of the brand although they can retard it a bit.

"5. These promotions, while often necessary as a measure of defense against an aggressive competitor, usually leave competing brands in about the same relative sales position they originally enjoyed, except that all of them seem to be somewhat poorer financially as a result of the heavy expenditures for promotions of the type which amount primarily to price cutting.

## progress in Uganda coffee

(Continued from page 9)

been guaranteed to the producers, and £250,000 (\$700,000) during the year 1955-56.

The protection thus afforded to the grower has undoubtedly played some part in encouraging increased production. The necessity to reduce prices to ensure the retention of the major part of the fund for use when world prices fall still further has led to some misunderstanding in the minds of African farmers, and it was thought that this factor might check the rate of new planting, even though the crop prices to producers were well above world prices and costs of production. This fear has, however, proved to be groundless.

With an established production of coffee at a level which is now of major importance to the general economy of the country as a whole, attention has been naturally directed to the all-important question of improving the quality of exports.

Much can be achieved in the improvement of quality by various means, but the fundamental problem will remain of persuading the African farmer that improved production and preparation are in his long-term interests and that the

production of high quality coffee is very largely in his hands alone. A period of low coffee prices will probably do more to bring this lesson home to the African farmer than the past ten years of intensive teaching and propaganda against a background of high prices in a sellers' market.

The following figures show the main countries of destination of Uganda Robusta coffee on export during the years 1953, 1954 and 1955, and percentages of total exports:

United States of America, 1953, 35%; 1954, 20%; 1955, 33%.

United Kingdom, 1953, 17%; 1954, 38.5%; 1955, 20.5%.

Italy, 1953, 14.5%; 1954, 7.5%; 1955, 14.0%.

South Africa, 1953, 6.5%; 1954, 14.0%; 1955, 8.0%.

All other countries, 1953, 27.0%; 1954, 20.0%; 1955, 24.5%.

## the chemistry of coffee

(Continued from page 25)

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# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## THE ANATOMY of flavor creation

By MARVIN K. COOK, Consulting Chemist  
Norman Applezweig Associates

*This is the second of two articles by Mr. Cook. Last month he discussed the "amateur" flavorist in an article called "Flavor creation: a critical evaluation."*

To appreciate the complexities of flavor creation, it is necessary to sketch the anatomy of a finished product. By and large, most modern creations comprise numerous ingredients which may be categorized as follows:

1. Essential oils.
2. Isolates derived from essential oils.
3. Synthetic aromatics.
4. Specialties.
5. Botanical extracts (vegetable tinctures).
6. Flower oils—absolutes and concretes.
7. Fruit extracts.

### Essential oils

Natural oils are invaluable in obtaining trueness and depth. Essential oils may be used to supplement the characteristic note in synthetic flavors, such as oil of lemon in imitation lemon flavor, or they may be incorporated in most every flavor as mixtures of essential oils to create special effects. Oil of lemon, sweet orange, cloves and cassia are often used to provide the basis for a cherry flavor, and in the finished flavor each contributes to the overall effect.

With fruit flavors containing other natural flavors, at least half the flavor strength must be derived from fruit extractions; the other half is obtained from natural flavors in which essential oils play an important role. There are few modern flavor creations, either natural or synthetic, which do not contain one or more essential oils to impart primary or background notes.

### Isolates derived from essential oils

Isolates from essential oils such as ionones and citral are a most useful group. Citral, as derived from lemongrass oil, has a characteristic lemon quality, and it is a natural constituent of lemon, orange, lime and cinnamon oils. In

imitation citrus flavors, citral adds a fresh effect and imparts strength.

Ionones are vital in the creation of certain flavors, such as raspberry. It requires considerable skill to formulate flavors with ionones, as the line of demarcation between a flavor and a perfume effect is indeed thin.

### Synthetic aromatics

It has become possible to manufacture by organic synthesis a host of valuable constituents which occur naturally in costly essential oils or to isolate from low priced oils new aromatics with strength and unique flavor characteristics. The war years were fundamentally responsible for the impetus in the development of a formidable number of synthetics or "replacements" as a result of essential oil shortages. These synthetics have been universally adopted in flavor work and their application is so diverse that it is far beyond the scope of this paper. Synthetics today rank equal in importance to natural aromatics, and a good example of this is vanillin, as compared to the more costly vanilla bean.

### Specialties

Every flavor house has specialties of which they are justifiably proud. These generally are hard-to-duplicate products which have enjoyed sales for many years. They may represent special compositions as derived from flower oils, combinations or aromatics, both natural and synthetic, or highly complex synthetic aromatics. Specialties may even be an essential oil of special distillation or purity which is invaluable in a particular flavor type and is highly regarded by the industry.

### Botanical extracts

In a class by themselves, these very useful extracts, including tinctures, are in many instances irreplaceable adjuncts in flavor formulation. Foenugreek, St. John's bread, glycyrrhiza, chicory, orris, rhatany root and gentian are but

a few important representatives of the group. Well-aged extracts provide either primary or background effect. Foengreek extract, to illustrate, is essential in maple flavor manufacture and produces the characteristic maple note in conjunction with other substances. Orris root tincture is valuable in raspberry and other berry formulations, contributing appreciably to the overall trueness of the flavor, while imparting good fixation. Mention should be made of castoreum and musk tinctures which, when used in traces, impart characteristic effects in certain flavors.

#### Flower oils

One of the many difficulties which must be overcome by the aspiring flavorist is the proper choice and use of flower oils, practically all of which are extremely costly. The proper selection and application of flower oils is completely dependent upon the vast technical knowledge of the flavor house which nearly always stocks these products, as dealers of essential oils for the cosmetic industry. Oil of rose, violet, jasmine, orange flower, in the hands of an expert, can help uplift a flavor to a high acceptance level. Jasmine is used in imitation raspberry flavors and it contributes a remarkable trueness when properly balanced with ionones and other ingredients. Improper use results in a perfumy effect that could be extremely unpleasant.

#### Fruit extracts

Aside from true-fruit flavors, it is not uncommon to incorporate specially prepared fruit extracts to modify or improve the character of synthetic flavors. In view of the perishable nature of fruit, it requires considerable skill in extract manufacture in order to assure a reasonably stable, uniform product.

The art and science of flavoring is truly a fascinating study. The challenge of the esoteric or unknown is undeniably intriguing to an inquiring mind. However, in the absence of special training, experience and unlimited sources of controlled flavorants, the technical man would do well to appreciate rather than pursue the creation and manufacture of flavors.

#### Fourth flavor symposium sponsored in Chicago by Arthur D. Little

Physiochemical research on flavor was the subject of a one-day symposium held at the Sheraton Hotel in Chicago. The symposium, one of a series of four on flavor, attracted 200 scientists and directors of research from the United States, Puerto Rico, Hawaii and Switzer-

land to learn about special chemical approaches and analyses and how these may be applied to the food industry.

The four sessions were sponsored by Arthur D. Little, Inc., industrial research consultants, of Cambridge, Mass., as part of their 70th anniversary commemoration. The preceding three events discussed the physiological, psychological and sensory aspects of flavor.

Speakers at this final session were Dr. Alfred Weitkamp, Standard Oil of Indiana; Dr. William L. Stanley, United States Department of Agriculture; Dr. Joseph Corse, USDA; Dr. M. Winter, Firmenich, Inc., of Switzerland; Dr. Stuart Patton, Pennsylvania State University; Dr. Harold W. Jackson, Kraft Foods Co.

Dr. A. J. Haagen-Smit, of the California Institute of Technology gave the summation speech.

Loren B. Sjostrom, head of the Arthur D. Little flavor laboratory, opened the symposium with a discussion of the potentialities of physicochemical separation.

#### India pepper put at 31,600 tons for 1956-57

The all-India final estimate of black pepper for 1956-57 puts the current year's area and production at 233,600 acres and 31,600 tons, as against the partially revised estimate of 232,500 acres and 32,000 tons for 1955-56.

This shows an increase of 1,100 acres, or 0.5% in area and a decline of 400 tons, or 1.6% in production over last year.

The increase in area during the current year has been reported mainly by Kerala State.

Despite an increase in area, there has been an overall decline in the production of black pepper. The decrease in production occurred in Kerala and Mysore States, and has been attributed generally to unfavorable weather conditions during the flowering and growing period of the crop.

#### Sees India's ginger output at 14,900 tons

The final estimate for dry ginger in India for 1956-57 puts the current year's area and production at 39,700 acres and 14,900 tons, as against the partially revised estimate of 39,800 acres and 15,300 tons for 1955-56.

The current year's estimate shows a nominal decrease of 100 acres, or 0.3% in area, and 400 tons, or 2.6% in production over last year.

The decrease in area and production during the current year occurred in the major ginger-growing states of Kerala and Andhra Pradesh.

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## Saigon cinnamon returning to U. S. market

Saigon, traditionally the top grade of cinnamon (cassia), will soon be generally available again in the U.S., according to the American Spice Trade Association.

Since 1954, when an embargo was placed on imports from Indo-China, the popular Saigon variety of cinnamon has been in very restricted supply. U.S. buyers have been able to get only limited poundage from stocks that were present in this country before the Communist regime was established in Indo-China.

The Saigon that has been available here has been sold mostly in blends with other types of cinnamon. Meantime, cassia imports have been coming entirely from Indonesia.

A new government ruling, however, now permits imports from Indo-China if they are certified as coming from the Viet-Nam (non-Communist) section of that country. It is reported that there are fair quantities of Saigon cinnamon which have already been so certified and shipments are now in transit to the U.S.

Cinnamon is our most important baking spice and annually stands among the top three or four spices in terms

of important poundage. Basically, there are two types of this spice; *Cinnamomum Cassia* and *Cinnamomum Zeylanicum*. The former is shortened by the spice trade to "cassia". This variety is native to China—a trade embargo currently eliminates this source; Indo-China—this is the Saigon grade—and Indonesia—marketed mainly as either Batavia or Korintje grade.

*Cinnamomum Zeylanicum* is the type of cinnamon that comes from the island of Ceylon. It differs from cassia considerably and very little of it is sold in this country. While both are barks, the Ceylon type is relatively thin and buff colored and the flavor is mild.

Cassia bark is quite thick, has a reddish brown color and a very pungent flavor and aroma. When the U. S. market thinks of cinnamon, it is the cassia type, and this has become so much the tradition that except for the spice trade and the industrial users of spices, the term cassia is virtually unknown here now.

On the other hand, Ceylon cinnamon is quite popular in other parts of the world.

## ASTA food writers' dinner has Jamaica theme

The annual food writers' dinner sponsored by the American Spice Trade Association—which has come to be known as one of the top gourmet events of the year—has the lush island of Jamaica as its theme.

A source of allspice and ginger, Jamaica was selected by ASTA's Publicity Committee from the many Caribbean islands because its food has a distinctive character.

Jamaica also produces cassia, mace, nutmeg, capsicums and other spices.

In preparation for the dinner, Mrs. Avanelle Day, head home economist for Bernard L. Lewis, Inc., ASTA public relations counsel, visited the island on a two week research trip.

ASTA's lively "Spice Letter" indicates the Jamaican event, being held at the Ambassador Hotel, New York City, may well set a new high for the writers' dinners.

"From Stamp-and-Go Fritters and Salma Gundy, all the way through to Pineapple Royal topped off with Blue Mountain Coffee and Tia Maria, you will be on a gustatorial journey unmatched in the annals of ASTA dinners," the letter predicts.

"There are plenty of surprises, including the fact that if you're looking for Harry Belafonte-type Calypso, you won't find it here, because the true music of Jamaica is *Mento* which is as different in rhythm as Jamaica is different from the other islands."

## Spice drive tells consumers about instant minced onion

Eleven syndicated newspaper columns—each appearing in a long list of daily papers and collectively totalling about 160,000,000 circulation—saluted the new instant minced onion this summer, according to the American Spice Trade Association.

The syndicated coverage was part of a month-long informational campaign expected to reach a circulation of 250,000,000 by the time all results are in.

ASTA devoted the full power of the consumer phase of its public relations operation to the promotion of the new California product, with the cooperation of the American Dehydrated Onion and Garlic Association (ADOGA). ASTA's campaign was handled by its agency, Bernard L. Lewis, Inc., New York City.

Two press releases with exclusive photos (to 800 editors,

a TV aircrpt (to 350 commentators), and a tel-op and radio script (to 300 commentators) blanketed the country.

A color transparency made by ASTA's agency, with a jar of instant minced onion prominent in the picture, covered a full page of a three page article in the August issue of *Modern Romances* (circulation 995,335). The article, with ASTA recipes specifying instant minced onion, carried the following comment by editor Eleanor Kent:

"Sizzling steak, flavored to a new peak of deliciousness with the new instant minced onion that I've had such fun trying out and hope you will soon. . ."

Another feature story inspired by ASTA appeared in the *New York Sunday Mirror* (circulation 1,506,000) on August 11th, titled "Onions Without Tears." The story featured two ASTA photos, with a jar of instant minced onion in

the spotlight, ASTA recipes and included the following text:

"Instant minced onion is the newest comer to the line of American spices.

"The spice trade is not only highly enthusiastic about this new product but all companies (under various brand names) are putting it into the supermarkets.

"Like its sister products—onion powder, onion flakes and onion salt—instant minced onion was developed in California. Only white onions grown there and especially selected for flavor quality and strength consistency are used for the instant type. These are, you might say, onions without tears.

"Mouth watering hot and cold dishes have been developed by the American Spice Trade to introduce this exceedingly convenient product. . ."

Another instant minced onion color transparency made by ASTA appeared in such papers as the Houston Chronicle and the Newark Sunday News.

Release results are reported pouring in, and include large spreads in such newspapers as the New York World Telegram and Sun; Des Moines, Iowa, Register; Boston, Mass., American; and St. Louis Post-Dispatch.

Fifty-four definite newspaper uses of ASTA instant minced onion releases have come to the attention of the association, and many more are expected from the industry's clipping service.

The syndicates carried news of instant minced onion into virtually every town and hamlet of the country during August.

#### Look devotes major food article to spices

A major food feature devoted exclusively to spices and their use appeared in the October 15th issue of Look Magazine.

The article is the result of public relations activity supported by the American Spice Trade Association's tax program.

Titled "The Subtle Art of Using Spices," the article includes a spice guide describing the flavor and aroma of 11 well-known spices and suggesting food combinations for each.

A full-color photograph accompanying the article points up the fact that the rich, autumnal colors of the spices are as attractive to the eye as their flavor is to the taste.

With the exception of some paprika and red pepper now produced in the U. S., Look notes that the bulk of spices still comes from the Orient. Nowadays, however, they are processed here and packed in convenient containers for the American market.

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## Sees trend to peppermills in U. S. homes, restaurants part of "seasoning" awareness

One indication of a growing awareness of pepper in the American home and restaurant is the increasing popularity of the peppermill, or pepper grinder, according to the Ludwig Mueller Trading Corp., New York City.

A "must" in European kitchens for many decades, the peppermill has caught on in the United States since the war.

Some of the more fashionable eating places here take pride in bringing to each table a peppermill, sometimes of extraordinary proportions. The restaurateurs feel that they are in this way not only making available the flavor asset of freshly ground pepper, but they are also adding a touch of old world elegance.

Even some of the less fancy restaurants carry peppermills, to make them available at the request of diners.

In the home, too, the peppermill is becoming more prevalent. Helped by the effective public relations program of the American Spice Trade Association, housewives are getting a wider appreciation of peppermills as a way to get pepper flavor at its best in the kitchen and at the outdoor grill, the Ludwig Mueller Trading Corp. indicates.

This trend is being reflected in a growing demand for whole black pepper, the company notes.

The peppermills come in a wide variety of sizes, shapes, materials and prices.

For the "luxury" market, they are available in silver and beautifully grained and rubbed woods, some of them with silver, copper or brass fittings.

Food and spice distributors, aware of the trend, have marketed combination packages—whole pepper with a peppermill, sometimes with a shaker, in addition. They have also been used as premium items.

Some of the mills are of the "turning" type, others have cranks which are wound to do the grinding.

Peppermills with carefully machined grinding mechanisms are available in various woods and shapes from the Ludwig Mueller Trading Corp., which reports it is importing them in large numbers.

The company feels that the potential market for peppermills in this country has barely been tapped, especially in light of the national trend toward properly seasoned food.

#### Hapke named Norda general manager

George A. Hapke has been promoted to general manager of Norda, Inc., New York City flavor and essential oil house.

Mr. Hapke began his business career more than 20 years ago when he joined Norda, and worked his way up in the company to his present position.

## VANILLA BEANS

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# San Francisco Samplings

By MARK M. HALL

■ ■ The in-between season for Centrals, before the new crop comes in, has usually meant a strengthening and sometimes a squeeze in the market. Importers, believing this would happen through September, bought—and at the closing days of the month had the gloomy prospect of figuring just how much they lost. Their justification for venturing is that they had to have coffee on hand to supply their customers.

Colombians slid from 63 3/8¢ ex-dock or immediate shipment, San Francisco, September 3rd, to 59 3/4¢ on September 17th. It would not seem that support from the Federation to bolster the market had any effect.

Milds bought earlier in the year and in some quantity have been slowly liquidated. There are not many Brazils in the warehouses. Buying by roasters has been slow. Store buying has held back, also. It is expected roasters will continue on a minimum basis as long as they can hold out. This period of dullness has been felt by importers for some time now.

Afloat Brazils had a ripple of strength when the Mormacsurf, with 18,550 bags, was held by the Argentine government until a settlement was made, as there were not many Brazils coming into Pacific Coast ports. There were no Santos spots available.

Roasters were said to be cutting down on the use of Colombians where possible, turning to Ecuador, Nicaraguans and Africans.

The quality of new Brazils coming to this port has been good.

With a large future crop in prospect, continued weakness is anticipated by importers, especially in Colombians. The differential between Brazils and Colombians will have to be narrowed before the latter is put in a more favorable position.

If store and roaster lack of buying continues until Centrals come in, there is no telling what the future of the market will be.

■ ■ The import of coffee to the Pacific Coast states January 1st to September 19th, 1957, as compared with the same period in 1956, shows a loss of 432,251 bags. Brazil's loss is 288,876 bags and Colombia's 137,292. The only countries showing a gain are Central America, Ecuador, Indonesia, Peru and Venezuela.

■ ■ The Grace Line Party lived up to its traditional hospitality and eclat. It was held at the swanky Claremont Country Club, in Oakland. Golf at its best dominated the affair, but there were refreshments in abundance and a fine dinner to end the day. About 60 golfers

**Do you lack the glamour  
to succeed in coffee?**

See

**"Mark my word"**

**By Mark Hall**

**on Page 26**

were on hand, and 130 for the dinner.

Besides the beautiful golf course close to the center of Oakland, there were facilities for tennis and swimming.

Acting as host to the party were Harry A. March, foreign freight agent for Grace Lines; E. R. Senn, Pacific Coast manager and vice president; Harry Thompson, freight traffic manager and assistant vice president; and D. N. Lillivand, vice president in charge of operations.

■ ■ The annual Western States Tea Association picnic was held last month, during the reign of President Gene Lynch, guided by that matchless impresario, Ed Spillane, protected by forest ranger Henry Bloomquist, of the San Mateo Memorial Park, and dominated by the numerous offspring of tea men. It was a family party, including even the age

that needed a play pen rigged up in the back of a station wagon.

Everybody did his duty. Ray Grahm, of Schilling's, cooked the hot dogs for lunch. Gene Lynch, of Henry P. Thomson, dispensed the liquid refreshments. Ed Spillane, of Haly's held the drawings and otherwise directed things.

MJB, through the team of Binsacca and Montague, again won in the horseshoe game.

The bingo game was the great giveaway. There was a large assortment of products, and Marion Sanders, of Standard Brands, called the numbers until he became hoarse.

There were other games, and nearly everybody went home with some loot. There is nothing like a picnic to make competitors become acquainted.

■ ■ Jack W. McDonald, formerly assistant to Miller Riddle, western sales manager for Lipton's, has been transferred to New York, where he has become general field supervisor. L. D. Munro, who was district manager in Los Angeles, takes Jack's place under Miller. Clay Lawson who originally came from Salem, Mass., and has been with Lipton's for nine years, is the new factory superintendent in San Francisco.

■ ■ Olin Howell is now in business for himself at 105 Clay Street, San Francisco. He has been many years in this field and represents, among other companies, Machado & Co. of New York, one of the very large shippers of Colombians and milds to this country.

■ ■ Among visitors to this city was Marcellino Martins, of Rio de Janeiro, who is said to be the second largest shipper out of that port.

■ ■ Charlie Behre, of Seattle, visited San Francisco this month. It was reported that a needed vacation brought him here.

■ ■ Beck Rowe is leaving the Bunge Corp. to be associated with E. A. Johnson & Co.

■ ■ Ced Sheerer returned last month from an extended trip through Central America.

■ ■ Gerald Tilley, of the Holland Commercial Co., Colombo, was a recent visitor here, spending some time with Ed Spillane.

■ ■ Miller Riddle's daughter, Peggy, has been married to Edward Cairo, manager  
(Continued on page 63)

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# New York News

■ ■ Elmer Florance, secretary of the National Coffee Association, who was critically injured in an auto accident early last month, is continuing to make steady progress.

Elmer's car skidded during a slashing rain-storm on Route 4, one mile beyond the George Washington Bridge, a little after 9 p.m.

On the critical list at the Englewood Hospital, Englewood, N. J., for more than four weeks, Elmer is sitting up in a chair several times a day at this writing, and has begun to read messages sent by friends to the hospital.

The doctors no longer regard his condition as critical, but they have not yet announced how much longer he will be hospitalized. They are also confining visitors to his immediate family.

Elmer is widely known in the industry from his association with NCA and also from his many years with the New York City Green Coffee Association.

■ ■ Fred C. Byers, of Hills Bros. Coffee, Inc., was elected to his third term as president of the New York City Green Coffee Association at the annual meeting of the organization last month.

J. M. Clark, of Anderson, Clayton & Co., was named vice president.

F. E. Barnard, of the Grand Union Co., was again elected treasurer, for his eighth term.

Named directors, for the term ending September, 1959, were Earl B. Ackerman, H. F. Baerwald, Fred Kohn, William H. Lee, Harry R. McComb and Edward J. Walker.

Elected to the adjudication committee were William L. Bolte, John T. Daly, John Heuman, John H. Naumann, Arthur L. Ransohoff, James F. Sullivan, R. B. Sasseen and Richard F. Wear.

Adjudication committee alternates are C. J. Hughes, George M. McEvoy, Torben Nielsen and Charles T. Ney.

Elected to the nominating committee were Carl W. Behrend, Leon Israel, Jr., Fred H. Silence, E. F. Singhofen and H. H. Whaley.

Mr. Byers said in his annual report that "acceptance by the membership of the two revised FOB contracts and the ex-dock contract was the result of three years of devoted application on the part of the Contract Committee."

He declared the year had been one of accomplishment for the association.

At its organization meeting, the new board of directors confirmed appointments to the association's standing committees for the coming year.

These committees, and their personnel, include:

**Finance and Executive:** William H. Lee, chairman, H. F. Baerwald, E. D. Gillies.

**Contract:** Edward J. Walker, chairman, C. F. Corey, C. S. Mackey, Paul Ritter and J. F. Smith.

**Traffic and Warehouse:** R. A. Sutherland, chairman, F. P. Burnham, R. Heckko, C. P. Monahan, S. E. Newhoff.

**Trade and Statistics:** J. M. O'Brien, chairman, H. DeHos, E. A. Karl, Jr., G. E. Kimpel, Torben Nielsen.

**Membership:** Earl B. Ackerman, chairman, James H. Coleman, J. F. McCarthy.

**Arbitration:** Harry R. McComb, chairman, Carl Borchsenius, J. Delay, H. A. Fraenkel, H. Horwitz, J. A. McMillan, S. B. Willey.

**By-laws:** Charles Leister, chairman, M. C. Densen, W. L. Korbin, Jr., J. J. Schwartz, D. A. Sperling.

**Spot Quotation:** P. L. Stetzer, chairman, C. H. Bolte, T. J. Mangieri, Harry R. McComb, J. A. Sim.

**Activities:** Fred Kohn, chairman, Du-rand Fletcher, R. H. Kolm, J. J. Malone, Fred Schoenhet.

**Standard Type:** J. G. Cargill, chairman, J. W. Finnerty, E. K. Klausman, Jr., J. P. Norton, H. F. Sneden, R. H. Sues, Paul Zimmerman.

■ ■ Edward J. Washa has joined J. M. Rodriguez & Co., Inc., New York City, as assistant vice president in charge of the coffee department.

In the coffee field for 25 years, Mr. Washa was most recently assistant vice president of Wessel, Duval & Co., Inc.

■ ■ Albert E. Keogler has been named a vice president of Albert Ehlers, Inc.,

Brooklyn, N. Y., coffee, tea and spice house.

■ ■ John Scott, formerly with Internatio-Rotterdam, Inc., is now associated with Sprague & Rhodes, New York City, coffee brokers and agents.

While with Internatio-Rotterdam, Mr. Scott was active in the American Spice Trade Association, as chairman of ASTA's eastern division membership committee.

■ ■ A good coffee harvest is underway in Hawaii, according to George T. Harada, manager of the Kona Coffee Cooperative Association, Holualoa, Hawaii.

Mr. Harada was in New York City recently. He was on a tour which took him to Miami, for a visit to the USDA agricultural station there, and also to Mexico, Cuba and Puerto Rico.

Coffee production in Hawaii is increasing Mr. Harada said, especially as new plantations come into bearing.

The new crop, which has already started on the lower elevations, will continue to the middle of January, working up to the higher locations.

Mr. Harada was accompanied on the trip by his wife.

■ ■ Argentine State Line's keggers are leading the league as the green coffee bowling tournament swings into high gear.

Argentine State took the lead with five games won, and only one lost.

On their heels were Byrne, Delay and Aronco, each with four won and two lost.

Tied for third position, at this writing, were East Asiatic and Bendiks, each of which split games won and lost three-three.

Nathor and Southern Cross were neck and neck in fourth place, with two wins and four games lost.

Ehrhard brought up the rear, with only one win and five games lost.

Although low team on the totem pole so far, Ehrhard racked up the single highest game score so far, with a net 867. Southern Cross scored 826 for the next highest team game, and Byrne, Delay rolled 808 for third highest.

In net score for the series up to now, Southern Cross was highest with 2408, followed by Bendiks with 2313 and Nathor with 2208.

Highest game scores by individuals were recorded by W. Grimes, with 213; S. Polito, 212; and C. Calisbury, 212.

That order shifts somewhat when taken as series scores to date. Polito was tops with 577, Grimes had 572 and J. Malone, 549.

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# New Orleans Notes

By W. McKENNON

■ James W. Martin, department director of the traffic division of the trade development department of the Port of New Orleans, has announced the appointment of John Lucian Gilbert as manager of the traffic division. A former traffic man in the War Department, Mr. Gilbert has also been connected with the Illinois Central Railroad and the Southern Railroad. For the past ten years, he was traffic manager for the National Gypsum Co.

■ Henry B. Sargent, president of the American and Foreign Power Co., Inc., received the Thomas F. Cunningham award for 1956 for outstanding services to the betterment of inter-American relations, as announced by Joseph M. Rault, president of International House. Mr. Sargent is also a director of the American Institute for Foreign Trade.

■ Invitations to bid have been extended to American shipyards for construction of the first five ships in the Lykes Bros. new shipbuilding program, which calls for 53 cargo liners to cost about a half billion dollars. The replacement period will extend over a period of 14 years. The first ships built will be the C2-LM-5, considered by Lykes as best suited to their particular trade routes. These ships will be 495 feet long, with a beam of 69 feet and a draft of 29. They will displace 16,870 tons, and will have a deadweight of 11,042 tons. The ships will be long and low, with a raked stem and cruiser stern. They will not have smokestacks and the insignia of the company will be on the forward deck housing.

■ Morris Ogle, broker from Omaha, Neb., accompanied by his wife and son, visited the city last month.

■ W. B. Burkenroad, Jr., of J. Aron & Co., Inc., has returned to the office after spending a vacation with his family at Pass Christian, Miss.

■ Wilmer Hayward, chairman of the board of the Mississippi Shipping Co., with Mrs. Hayward, sailed aboard the Del Sud for South America where they will visit the port cities along the east coast of South America.

■ Douglas Scherer has returned from a business visit to the West Coast in the interests of his firm, the Douglas Public Service Corp.

■ Tom Buckley, of Buckley and Forstall, is out of town covering the eastern territory on business for his firm.

■ The new organization of the Merchant's Coffee Co. has begun an extensive advertising campaign. The first newspaper advertising in this program ties in Union Coffee with leading restaurants in New Orleans.

■ David Kattan has returned to Honduras on business after several weeks in his local offices.

■ W. C. Englisbee, of the New Orleans Ruffner McDowell & Burch offices, with Cedric Sheerer, of the company's San Francisco offices, are on a trip through Mexico, El Salvador and Guatemala.

■ R. M. Nash was in New York on business for his firm, the R. M. Nash Co., Inc.

■ Retail coffee prices varied here in September, with Capitol Coffee and Chicory at the National Food Stores advertised at 49¢ a pound and American Deluxe, vacuum packed, 69¢ a can.

French Market Coffee and Chicory was advertised at 69¢ per pound, 77¢ and 78¢ at various stores. Eight O'Clock Coffee was advertised at 73¢ a pound, "year ago 89¢". Red Circle Coffee 79¢, "year ago 99¢" and Bokar Coffee 83¢, "year ago, \$1.03".

## St. Louis

By LEE H. NOLTE

■ The 1957 Inter-Club Coffee Golf Championship was played over the beautiful course of the Normandie Golf Club. The victor was the foursome from Chicago, and we congratulate them on taking the cup back with them. Next year, of course, we go to Chicago, and we hope St. Louis brings it home.

The low gross score was won by Tom Sexton, of John Sexton & Co. The next low gross was Lloyd Reagis, of the Old Judge Coffee Co. High gross was Don Hawkins. Bill Bryne and Bob Swanson, of the Swanson Coffee Co., Chicago, must be related, because they both shot an 89. More power to them!

Of course, after the fine refreshments at the 19th hole, we all retired to the dining room for a fine roast beef—baked potato supper. The evening would not have been complete until the awarding of the many beautiful prizes. As usual at the championship dinner, most all of the companies doing business with the coffee and tea trades presented prizes. We wish to take this opportunity to thank

them for thinking of us again this year.

The golf committee is to be congratulated for the fine party they put on.

## Chicago

By HARRY T. LANE

■ Sale of the Consolidated Foods Corp.'s can making facilities in Cambridge, Md., to the National Can Corp. was announced recently by the presidents of both companies. Purchase price was in excess of \$2,000,000.

Consolidated also announced the election of two vice presidents—V. R. Van Natta and Henry Kohoran. Mr. Van Natta is president of the Monarch Finer Foods Division and Mr. Kohoran of A. E. Aaron & Bros., a subsidiary of Consolidated.

■ Jack Scanlon has been named district sales manager of the Hazel Atlas Glass Co.

E. F. Westwood, formerly Chicago district manager, has been transferred to the Wheeling headquarters of the company as regional manager.

R. H. Sort has been named office manager of the Hazel Atlas Chicago branch.

■ William F. Worthington, formerly assistant sales manager for the Raymond Bag Corp., has been appointed assistant sales manager in the Chicago area for the Gaylord Container Corp.

■ Emery J. Stevenson, president of the White Stokes Co., has announced the merger of White Stokes and the Hudson Manufacturing Co., Morton Grove, Ill., and the transfer of the Hudson vanilla, manufacturing and sales operation to the Chicago plant of White Stokes.

■ The Leo Burnett advertising agency, which places the Tea Council advertising, announces the appointment of Grace Teed as home economist in charge of Burnett's test kitchen and also as adviser on all food accounts.

■ The J. H. Keeney Co., Chicago, will have three new vending machines on display at the Philadelphia NAMA convention. The coffee and hot chocolate dispensers have a 300 cup capacity.

■ As part of an overall expansion and reorganization, the FMC Packaging Machinery Division of the Food Machinery and Chemical Corp. have appointed Kenneth E. Olsen as sales engineer in the Chicago branch office.

Opened in January, 1957, the Chicago office, located at 5 North Wabash Avenue, is now staffed by sales and service personnel to handle both paper box and packaging machinery lines. Formerly this area was served by manufacturer's representatives.

Mr. Olsen will be responsible only for packaging equipment. Included in this

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Ken Olsen has had four years previous sales experience in selling packaging machinery. His engineering training was at New York University, Louis Institute and the Chicago Technical College.

## Southern California

By VICTOR J. CAIN

■ ■ William "Bill" Seeley, of J. A. Folger & Co., San Francisco, was at their Los Angeles plant for a two week period. Bill relieved Bud Dominguez during his vacation.

■ ■ Norm Johnson, of E. A. Johnson & Co., was in Los Angeles to call on the local coffee roasters.

■ ■ John E. Mack, of the E. B. Ackerman Co., Inc., was visiting his coffee plantation in Guatemala. He has just returned and, according to John, we can expect a large crop of fine coffee out of Central America.

■ ■ Vic Cain, of W. J. Morton Inc., last month made a trip to Chicago and Kansas City, where he called on roasters.

■ ■ John Roddy, Jr. of S. F. Pellas, Inc., came to Los Angeles for a short vacation. John is the son of the late John Roddy, of E. A. Johnson & Co. While

in Los Angeles, John was the guest of Mr. & Mrs. Allen McKay. Allen is with the Wellman Coffee Co., here in Los Angeles.

■ ■ Walter Dunn and his assistant John Madden, of Otis, McAllister, Los Angeles, made a trip to the home office in San Francisco for a business conference.

■ ■ Don Dunne, of Haas Bros., San Francisco was in Los Angeles to call on the local coffee roasters. While here, Don made his headquarters with Jim Duff.

■ ■ Bill Gloege, of Bunge Coffee, Inc., Los Angeles, was recently in San Francisco for a business conference.

■ ■ J. B. S. "Britt" Johnson Jr., president of Otis, McAllister, San Francisco, was in Southern California last month to call on local coffee roasters.

■ ■ The Los Angeles Transportation Club Steamship Day annual golf outing was held at the Fox Hills Golf Club. As in the past, Moore-McCormack Lines, Inc., had as guests the members of the coffee trade. A. P. (Andy) Smith and Mr. R. R. (Ray) Abbott acted as hosts for Mormac.

This year, Mormac presented a trophy to the golfer with the low gross score, and Earl Lingle, of the Lingle Bros. Coffee Co., won. Ray Abbott made the presentation and also announced that this trophy will be presented each year, as an annual affair, for the low gross golfer in the coffee group. There were many door

prizes, and the barbeque, as usual, was delicious.

■ ■ Ann and Earl Lingle spent a month at Los Alamitos Bay with their family. This year, Earl presented the boys with a sailboat (skimmer class), and from all reports they are enjoying themselves to the utmost.

■ ■ Charlie Josephe has recovered enough from his serious illness to be allowed home from the hospital. We hope to see Charlie back in harness soon.

■ ■ The Los Angeles Coffee Club held the annual cocktail party and dinner dance at the Huntington Hotel. Attending with their wives, were Earl Lingle, Lorrie Moseley, Richard Moseley, Walter Dunn, George Smith, Les Belger, Allen McKay, Bud Dominguez, Gene Rounds, Charles Nonemacher, Don Harvie, George Koppel, Herb Knecht, Edward Apfel, Jr. and Victor J. Cain. Also on hand were Edward Apfel, Sr., Miss Elaine Johansing and William R. Morton.

It was a delightful evening, with dancing under the stars in the usual coolness of Southern California.

■ ■ Mr. and Mrs. A. P. Smith, manager of the Moore McCormack Lines Los Angeles office, have completed a tour of the country. While in New York, Andy stopped off at the home office and saw his many friends.

■ ■ Jack Arnold, manager of the Huggins-Young Coffee Co., was on a trip to Kansas City, Mo., for a vacation and to visit with his family.



At the WSTA family picnic. From left: Paul Ahrens and his daughter, Mrs. Clyde Marshall, Ray Mason, L. E. Binsacca, Mrs. Stanton D. Lee, Dick Wilcutt, Mrs. Wilcutt and Ed Spillane.

## San Francisco

(Continued from page 59)

of Newberry's Store, San Mateo. After the wedding a reception was held at the Elks Club, in that city.

■ ■ B. C. Ireland, Inc., after moving to a new location and investing considerable sums in fixing the place up, now finds that they have to move again. The John Hancock Life Insurance Co. purchased most of the block and by the first of the year will begin tearing down the old buildings to construct a new one on the site.

■ ■ The Moore McCormack Lines' ship, Mormacsurf, which had been held by the

Argentine government pending a settlement due to its collision with an Argentine boat, was released September 20th. The ship had 18,550 bags of coffee on board.

■ ■ S & W Coffee has a new label which, according to Irving Manning, the coffee buyer, makes a colorful and imposing display in stores. Distribution of the new can design is being followed by a double-page promotion in two colors in the leading newspapers on the Pacific Coast.

■ ■ Rudolph Huisinigh, president of Internatio-Rotterdam, New York City, was a recent visitor to this city and the company's local office.

■ ■ Mario Esquivel, of Auiceto Esquivel,

Costa Rica, visited this city last month in company with Mrs. Esquivel and their children. Mr. Esquivel was formerly foreign minister of his country.

■ ■ The recent drop of Folger's Coffee by three cents a pound meant the refunding of 4,000 price protection checks to grocers throughout the West. This great job of computing and processing required, in the old days, about two weeks work. Now, in Folger's electronically-equipped tabulating department, the job is done in two days.

■ ■ For a salesman to sell 1,000,000 lbs. of coffee in a year seems like a big achievement. However, Bill Stone of Folger's, has done it for the third year. He covers the southern end of the state.

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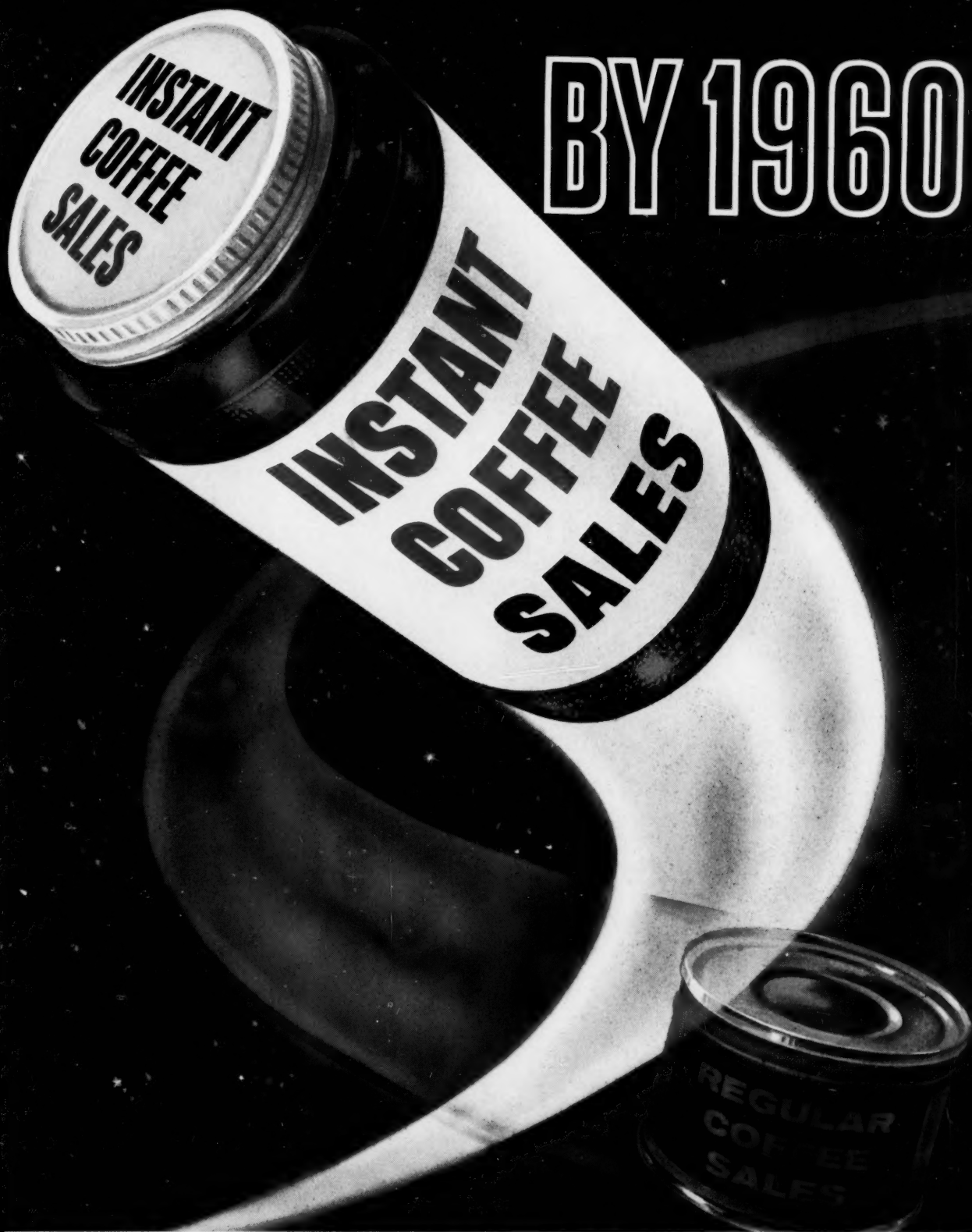
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